

2014

ANNUAL REPORT



Georgia Governor's Office of Highway Safety



**Georgia Governor’s Office of Highway Safety
2014 Annual Report**

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Contact Information

Street: 7 Martin Luther King Jr. Dr *Suite:* 643
City: Atlanta *Phone:* (404) 656-6996
State: Georgia *Fax:* (404) 651-9107
Zip Code: 30334 *Web:* www.gahighwaysafety.org

Introduction

Overview – The Georgia Governor’s Office of Highway Safety (GOHS) is pleased to present its **2014 Annual Report**.

The mission of GOHS is *to educate the public on highway safety issues and to facilitate the implementation of programs that reduce crashes, injuries, and fatalities on Georgia roadways*. GOHS seeks to accomplish its mission by using federal monies to fund state and local programs that address highway safety issues. The highway safety programs funded by GOHS are designed to address major highway safety problems that are concerns not only on the state level, but nationally as well. GOHS expended approximately \$11.7 million during the federal fiscal year (FFY) 2014 in funds provided by the federal government (National Highway Traffic Safety Administration – NHTSA).

In this document, the key areas of Impaired Driving/ Speed Enforcement, Occupant Protection, Pedestrian and Bicycle Safety, Traffic Records, and Paid Media will be addressed as suggested by the Governor’s Highway Safety Association (GHSA) Annual Report Guidance. GOHS has an ongoing evaluation of program outcomes that will be available in February 2015. The evaluation will be added to this document as a supplement containing a complete picture of the activities, successes and challenges in every highway safety program area outlined in the 2014 Highway Safety Plan.

Fatality Analysis and Reporting System (FARS) Disclaimer –The Annual FARS data for calendar year (CY) 2013 is not yet available. Complying with NHTSA’s recommendation, the Georgia GHSA report will be submitted on schedule leaving blank or using incomplete internal data provided by the Georgia Department of Transportation (GDOT) for Core Traffic Safety Performance Measures. Once the Annual Fars FARS data becomes available, Georgia will submit an addendum, documenting all Core Measures.

FFY 2014 Georgia Core Performance Measures:

1. *To maintain the steady decrease of traffic fatalities below the 2011 calendar base year of 1,223 fatalities by December 31, 2014 to 1,169.*

Outcome Status: Traffic fatalities totaled 1,179 in 2013, a 3.6% **decrease** from the 2011 calendar base year count.

2. *To decrease the number of serious traffic injuries below the 2012 calendar base year count of 115,116 to 112,256 by December 31, 2014.*

Outcome Status: There were 115,589 traffic injuries reported in Georgia in calendar year 2013, which represents **no change** from the 2012 base year.

3. *To decrease overall fatalities in rural and urban areas.*

- a. *To decrease fatalities/VMT by two percent (2%) from the 2011 calendar year of 1.13 to 1.10 by December 31, 2014*

- b. *To decrease rural fatalities/VMT by two percent (2%) from the 2011 calendar base year average of 1.70 to 1.66 by December 31, 2014.*

- c. *To decrease urban fatalities/VMT by two percent (2%) from the 2011 calendar base year average of 0.77 to 0.76 by December 31, 2014*

Outcome Status:

- a. In calendar year 2013, fatalities/VMT averaged 1.09, which represents a **decrease** of 3.5% from the 2011 calendar year base count.
- b. Rural fatalities/VMT totaled 1.44 in calendar year 2013, a 15% **decrease** from the calendar base year of 2011.
- c. Urban fatalities/VMT averaged 0.98 in calendar year 2013, a 21% **increase** from the 2011 calendar base year.

4. *To decrease unrestrained passenger vehicle occupant fatalities in all seating positions four percent (4%) from the 2011 calendar base year count of 421 to 402 by December 31, 2014.*

Outcome Status: Unrestrained passenger vehicle occupant fatalities totaled 376 in 2013, a 10.7% **decrease** from the 2011 calendar base year count.

5. *To decrease alcohol impaired driving fatalities sixteen percent (16%) from the 2011 calendar base year average of 277 to 234 by December 31, 2014.*

Outcome Status: Alcohol impaired fatalities totaled 297 in 2013, a 6.7% **increase** from the 2011 base year count.

6. *To decrease speeding related fatalities below the 2011 calendar base year count of 220 to 217 by December 31, 2014.*

Outcome Status: Speeding related fatalities totaled 197 in 2013, a 10.4% **decrease** from the 2011 base year count.

7. *To decrease motorcyclist fatalities from the 2011 calendar base year of 149 to 140 by December 31, 2014.*

Outcome Status: Motorcyclist fatalities totaled 116 in 2013, which represents a **decrease** of 17.1% from the 2011 calendar base year average.

8. *To decrease un-helmeted motorcyclist fatalities below the 2011 calendar base year count of 15 to 14 by December 31, 2014.*

Outcome Status: Un-helmeted motorcyclist fatalities totaled 5 in 2013, which represents a 66.7% **decrease** from the 2011 calendar base year count.

9. *To decrease drivers age 20 or younger involved in fatal crashes from the 2011 calendar base year of 165 to 152 by December 31, 2014.*

Outcome Status: Drivers age 20 or younger involved in fatal crashes totaled 156 in 2013, a **decrease** of 5.4% from the 2011 calendar base year count.

10. *To reduce pedestrian fatalities from the 2011 calendar year base of 130 to 129 by December 31, 2014.*

Outcome Status: Pedestrian fatalities totaled 176 in 2013, which represents an **increase** of 26.1% from the 2011 calendar base year average.

FFY 2014 Georgia Behavioral Measure: Observed Seatbelt Use:

1. *Increase the rate of observed safety belt use from baseline 91.5% in 2012 to 92% by the end of FFY 2014 for drivers and front seat outboard passengers.* **Outcome Status:**

Statewide safety belt usage in 2014 for drivers and passengers of passenger cars, trucks, and vans was 97.3%, an increase of 1.8% from 2013.

Safety belts usage was 98.7% in passenger cars, 96.6% in vans, and 95.3% in trucks.

Female front seat occupants use safety belts (98.9%) more than male front seat occupants (96.1%). White front seat occupants' use of safety belts in 2014 was higher than that of non-white front seat occupants (96.7% non-white versus 97.6% white). Observed safety belt use for front seat occupants was highest in the Atlanta Metropolitan Statistical Area (97.5%), followed by rural areas (95.6%), and the non-Atlanta MSAs (95.2%). Observed motorcycle helmet usage in 2014 in Georgia was 99.5%.

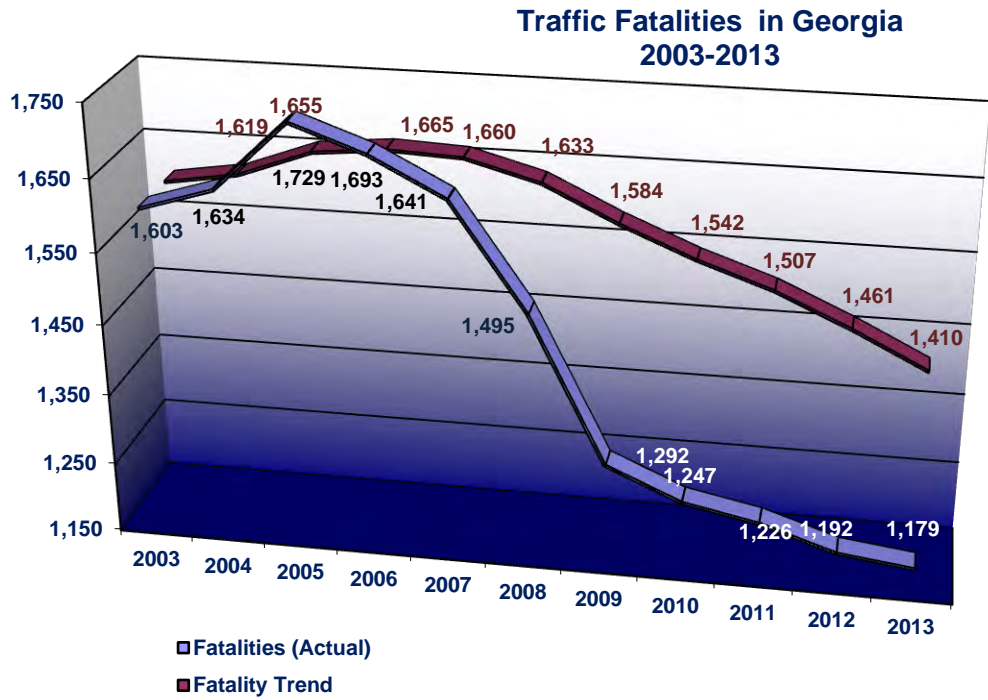
FFY 2014 Georgia Activity Measures:

A1: Number of seatbelt citations issued during grant-funded enforcement activities: **189,032.**

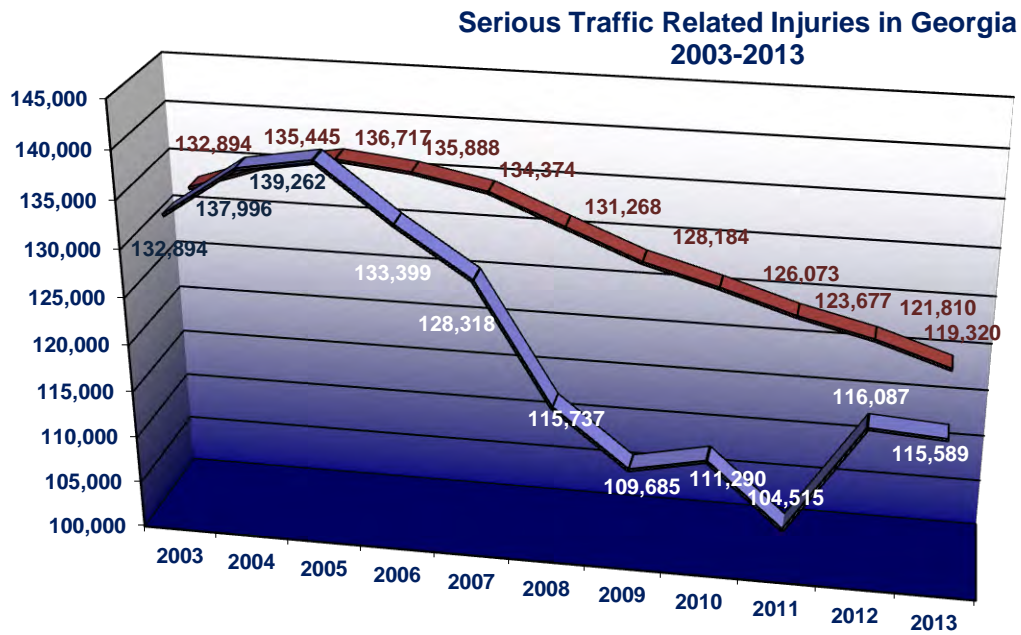
A2: Number of impaired driving citations issued during grant-funded enforcement activities: **53,246.**

A3: Number of speeding citations issued during grant-funded enforcement activities: **760,180.**

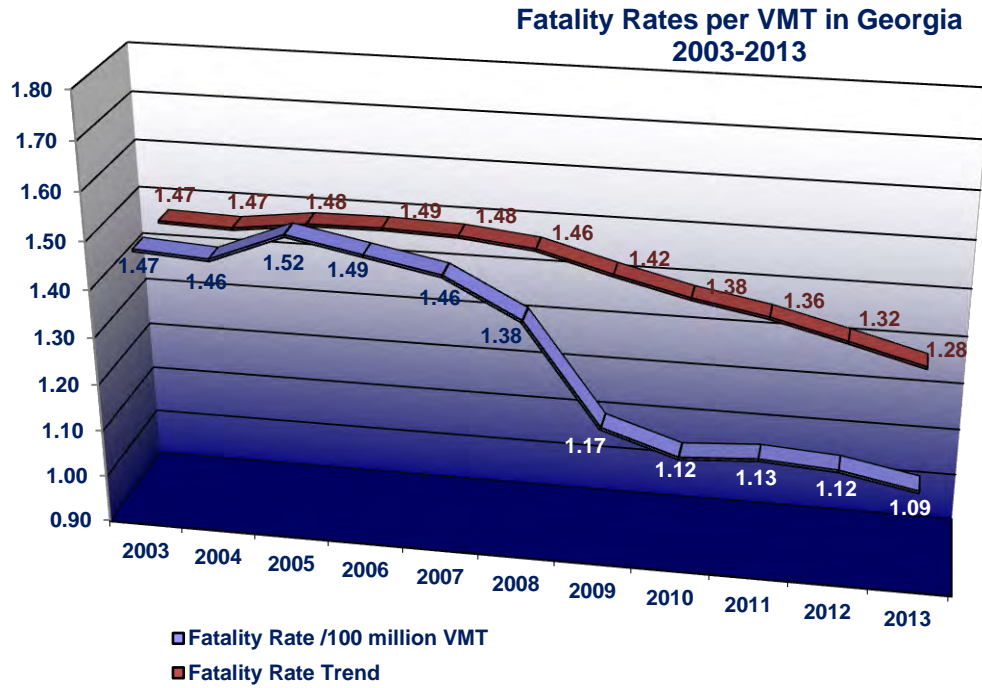
Core Measure 1: To maintain the steady decrease of traffic fatalities below the 2011 calendar base year of 1,223 fatalities by December 31, 2014 to 1,169.



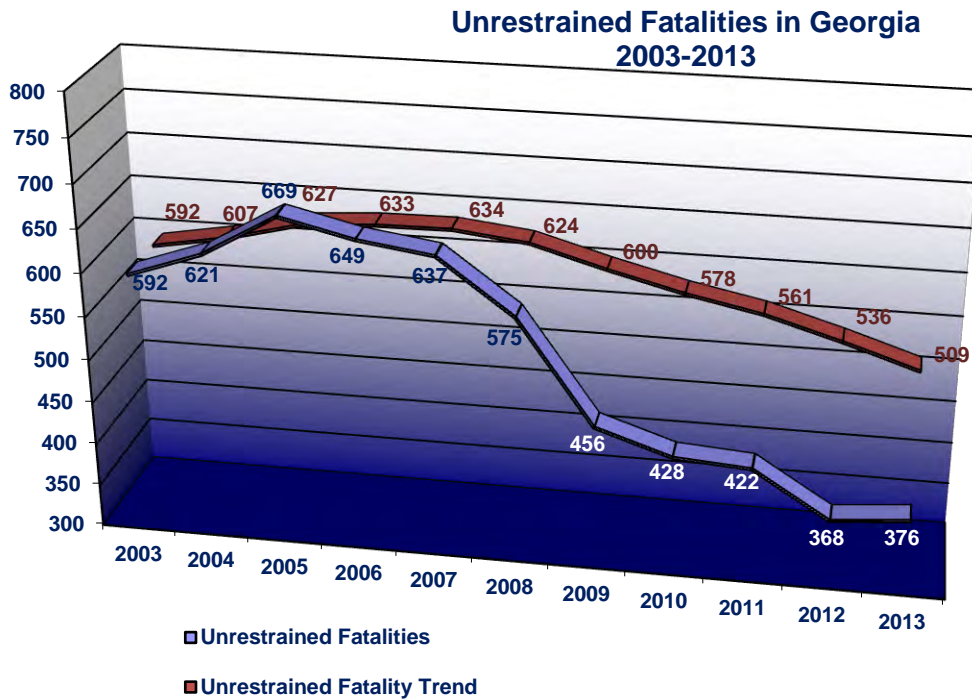
Core Measure 2: To decrease the number of serious traffic injuries below the 2012 calendar base year count of 115,116 to 112,256 by December 31, 2014.



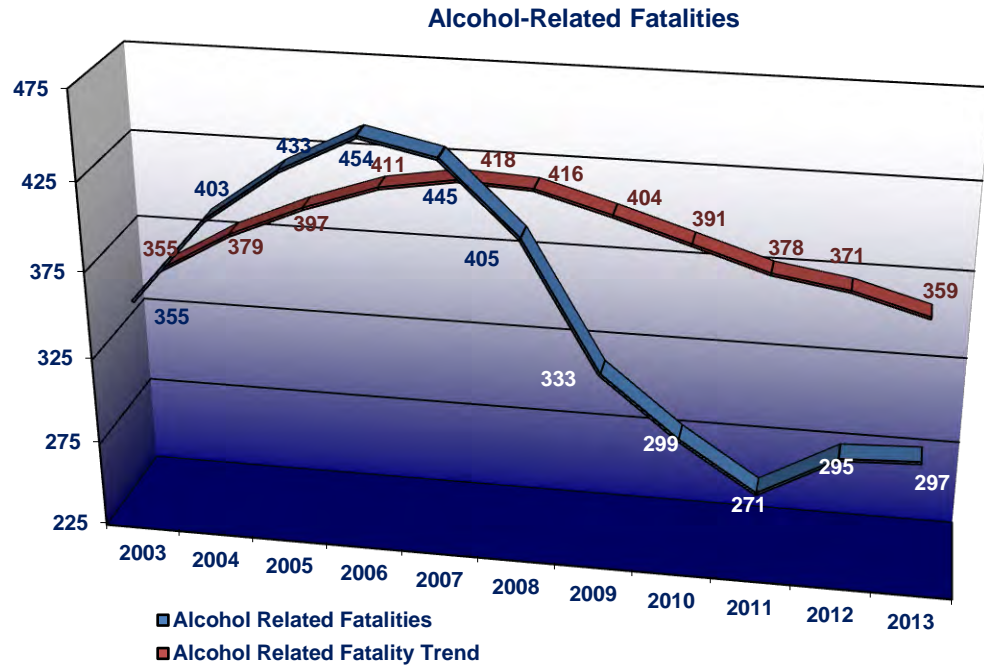
Core Measure 3: To decrease fatalities/VMT by two percent (2%) from the 2011 calendar year of 1.13 to 1.10 by December 31, 2014



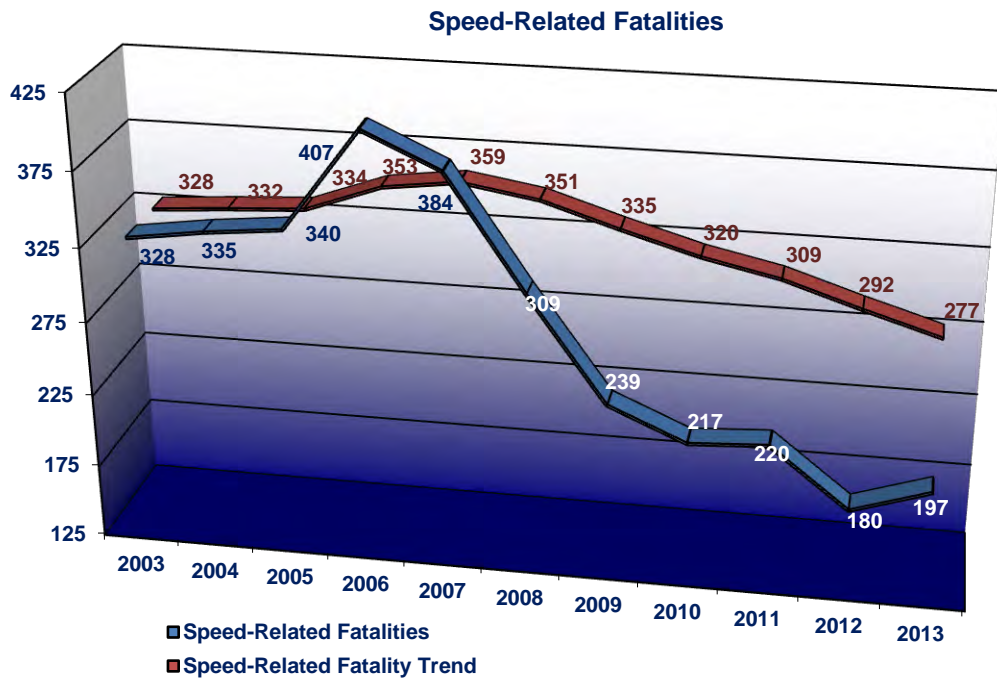
Core Measure 4: To decrease unrestrained passenger vehicle occupant fatalities in all seating positions four percent (4%) from the 2011 calendar base year count of 421 to 402 by December 31, 2014.



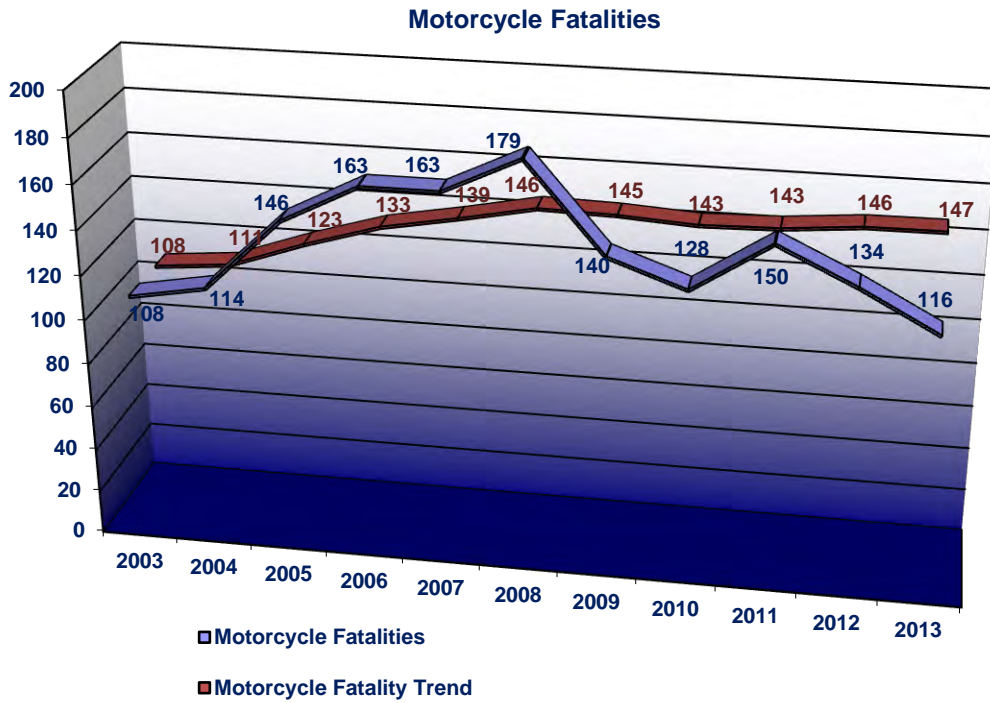
Core Measure 5: To decrease alcohol-related driving fatalities sixteen percent (16%) from the 2011 calendar base year average of 277 to 234 by December 31, 2014.



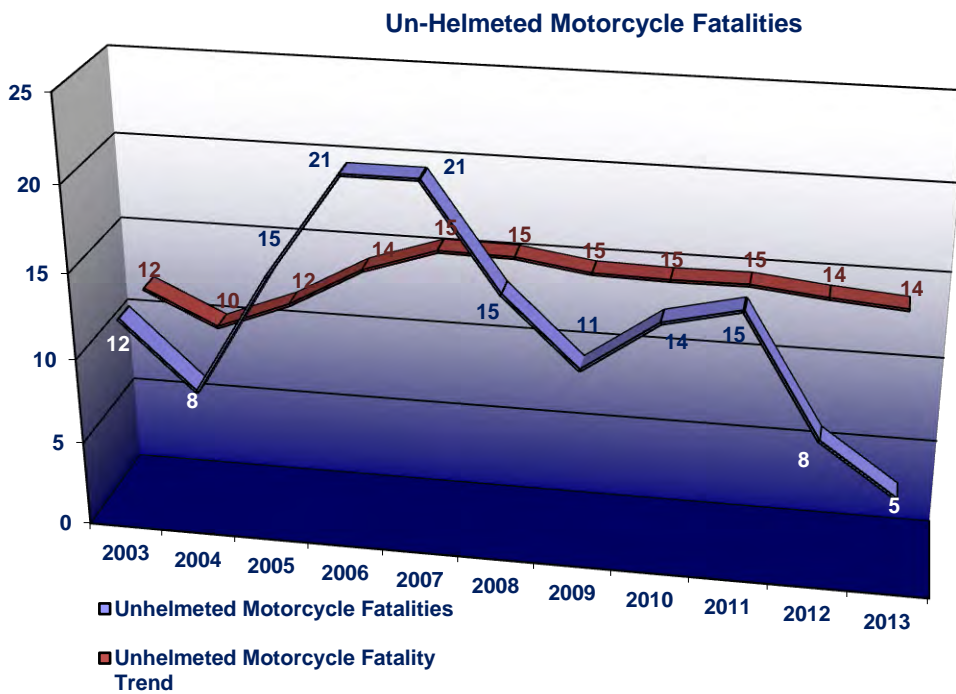
Core Measure 6: To decrease speeding related fatalities below the 2011 calendar base year count of 220 to 217 by December 31, 2014.



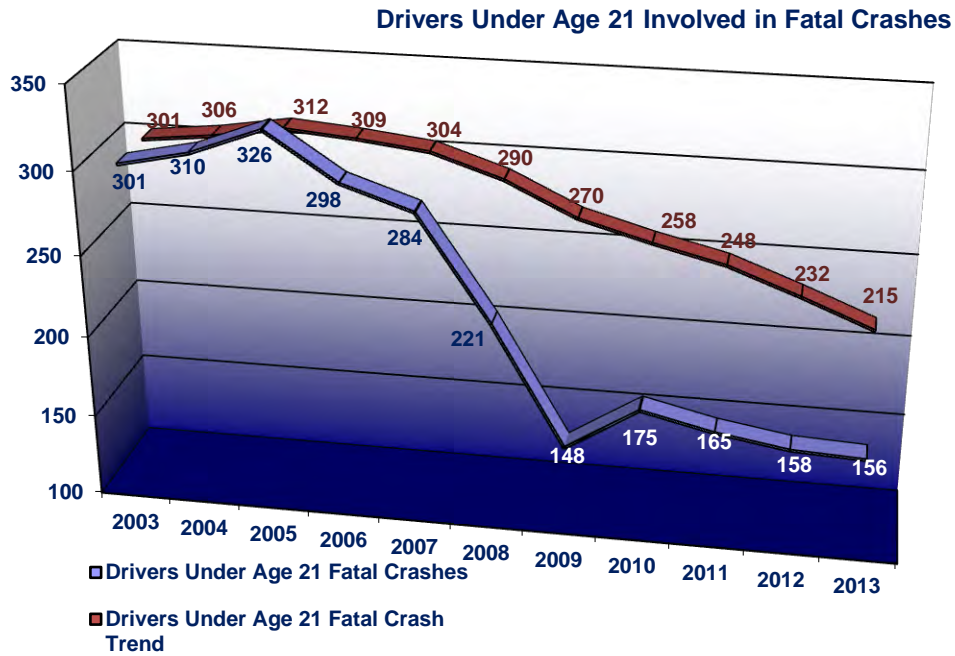
Core Measure 7: To decrease motorcyclist fatalities from the 2011 calendar base year of 149 to 140 by December 31, 2014.



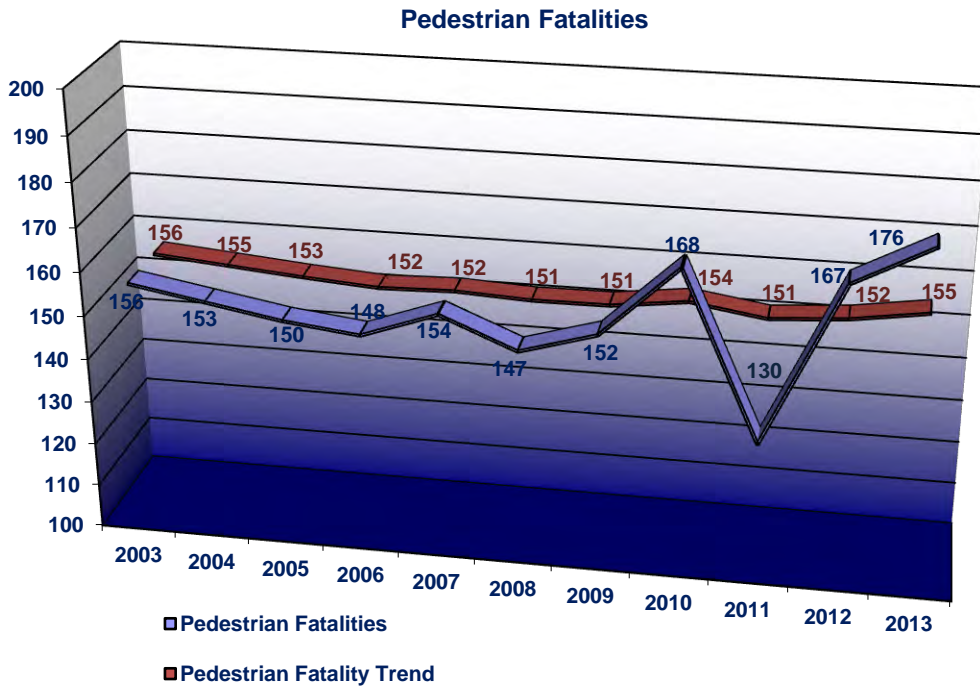
Core Measure 8: To decrease un-helmeted motorcyclist fatalities below the 2011 calendar base year count of 15 to 14 by December 31, 2014.



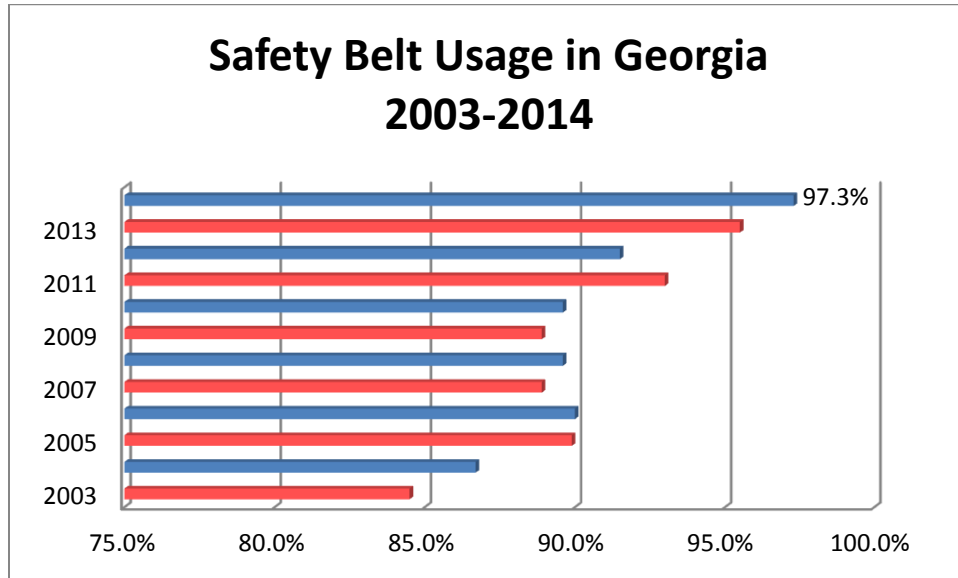
Core Measure 9: To decrease drivers age 20 or younger involved in fatal crashes from the 2011 calendar base year of 165 to 152 by December 31, 2014.



Core Measure 10: To reduce pedestrian fatalities from the 2011 calendar year base of 130 to 129 by December 31, 2014.



Behavioral Measure 1: Increase the rate of observed safety belt use from baseline 91.5% in 2012 to 92% by the end of FFY 2014 for drivers and front seat outboard passengers.



Core Activity Measures / Trends	Baseline Data FFY 2009-FFY 2014					
Citation data aggregated from GOHS grantee self-reported data and jurisdictions voluntarily reporting monthly data on the GOHS Online Reporting System.						
	FFY2009	FFY2010	FFY2011	FFY2012	FFY2013	FFY2014
Safety Belt Citations	186416	199347	193727	190042	189535	189032
Safety Belt Citations Trend	186416	192882	196537	191885	189789	189284
Impaired Driving Arrests	52270	52775	51165	48270	51022	53246
Impaired Driving Arrests Trend	52270	52523	51970	49718	49646	52134
Speeding Citations	661908	631643	595387	641849	669845	760180
Speeding Citations Trend	661908	646776	613515	618618	655847	715013

FFY 2014 Crash Summary

While complete traffic safety data are difficult to obtain for one or even two years after the end of any given year, GOHS uses the timeliest sources available to evaluate its effectiveness. For this report, data from the daily fatality reports published by the Georgia Department of Transportation (GDOT) was used to complete all fatality statistics, and injury data, and total vehicle miles traveled (VMT) were derived from the GDOT Mileage by Route and Road System Report. As reported by GDOT, there were 1,189 traffic fatalities in Georgia in CY 2013, a 2.8% decrease from 1,223 in CY 2011 and an 8% drop over the last five years. The reduction in 2013 total deaths marks the eighth straight year of decreasing fatalities in Georgia and the lowest level since 1982. According to GDOT, injuries on Georgia roads fell less than 1% from 2012 to 2013; however, total injuries have increased 5% over the last five years.

According to local data from GDOT, 2013 unrestrained fatalities on Georgia roads have decreased by 14.7% over the last five years. Alcohol-impaired driving fatalities could not be determined for 2013 but have fallen 25.7% over the previous five years. In Georgia, 25% of all fatalities were alcohol-impaired in 2012, the last year for which data is available which is below the US percentage of 31.1% for 2012. In 2013, speed-related fatalities could not be determined without FARS data but had reduced 18.2% to 180 in 2012 from 220 in 2011, and 41.8% over the previous five years. According to preliminary state data, motorcyclist fatalities fell 18.7% between 2012 and 2013 and 22.1% over the last five years. Un-helmeted motorcyclist fatalities remained unchanged from 2012 to 2013 but have fallen 27.2% over the last five years.

The number of Georgia drivers under the age of 21 involved in fatal crashes increased slightly in 2013 to 144 from 158 in 2012. Over the previous five years, the number of young drivers involved in fatal crashes decreased 34.8%, the result of previous laws implementation which is now being realized and GOHS' programmatic efforts. However, the recent reversal of this trend is likely attributable to emerging traffic safety hazards that impact young drivers such as distracted driving. Pedestrian fatalities rose in Georgia in 2013 to 187, an 11% increase over 2012, and an 18.8% increase over the last five years.

FFY 2014 Accomplishments

In FFY 2014, GOHS made tremendous gains in state collaborations to reach its mission with unprecedented partnership efforts with the Georgia Department of Driver Services, Georgia Department of Public Safety, Georgia State Patrol, Georgia Department of Public Health, Georgia Department of Transportation, Georgia Sheriff's Association, Administrative Office of the Courts, Prosecuting Attorney's Council, and the University of Georgia. With these committed partnerships, GOHS has embraced Strategic Highway Safety Planning by facilitating the *5-E's Model Approach – Education, Enforcement, Engineering, Emergency Medical Services, and Evaluation*.

In FFY 2014, Georgia:

1. Maintained a safety belt usage rate of over 90% for the fourth year in a row at 97.3%. This achievement is due to the hard work of traffic safety professionals in the vital field of occupant protection, increases in perceptions of enforcement and to the passage of the **Pickup Truck Safety Belt** law (SB 458), which went into effect in June 2010. The law requires both drivers and passengers of pickup trucks to buckle-up in their vehicles. Since this law was passed observed safety belt use rates for pickup truck occupants continue to rise from 73.2% to 97.3%, a 24.8% increase.
2. Conducted two **County Traffic Safety and Child Passenger Safety Caravans**: Forsyth County, part of metropolitan Atlanta has been identified as an area of concentrated traffic fatalities and injuries, particularly for pedestrians. In CY 2013 alone, 18% of all pedestrian fatalities were concentrated in this single county. From May 7-10, local volunteers and traffic safety professionals partnered with GOHS to conduct a four day series of educational events in the Forsyth community. Teams of certified personnel visited elementary, middle and high schools in the county to deliver safety messages about child passenger safety, the dangers of impaired and distracted driving, as well as, bicycle and pedestrian safety. Over 778,000 citizens received education on highway safety. Over 60 new child safety seats were distributed through daycare trainings, parenting classes and road checks. Furthermore, more than 56 law enforcement officers, fire and EMS personnel and daycare staff were educated on best practices for transporting children in child safety seats.
During National Child Passenger Safety Week in September, GOHS conducted a Child Passenger Safety caravan in Grady and Mitchell Counties focusing specifically on child passenger safety. Free car seat safety checks were held to assist parents in protecting children in proper child safety restraints; educational events were conducted in the community and at local elementary schools. During this 4 day tour, over 250,617 individuals in this region were informed on how best to restrain their child in a car seat and two seat check events were hosted on National Seat Check Saturday. In total, over 80 child safety seats were distributed to children in need.
3. Policed aggressive traffic with the **Highway Enforcement of Aggressive Traffic (H.E.A.T.)** program. Sixteen (16) H.E.A.T. grants were allocated in FFY 2014. The expansion over the past nine years of the H.E.A.T. program allowed for a more cohesive and visible law enforcement effort that effectively carries out GOHS' mission of education and enforcement. In FFY 2014, HEAT officers arrested 6,623 impaired drivers, gave out 31,955 citations for speeding and cited 7,734 drivers for occupant protection violations.
4. Served as a model state for innovative enforcement strategies; specifically, the continuation of a very effective multi-agency enforcement effort through regional **Traffic Enforcement Networks (TENS)**, which are the cornerstone of motivating, mobilizing, training and communicating with Georgia's traffic enforcement officers. FFY 2014 was the fifteenth year of success for the TENS, and all 16 regional networks continue to be strong and active. The TEN Program has proven to be an effective communication and education tool among Georgia's traffic enforcement officers and prosecutors. This

was due to GOHS staff's diligent efforts in implementing innovative programs that address vehicle crashes.

5. Coordinated the **"100 Days of Summer HEAT"**, a multi-jurisdictional campaign designed to reduce speeding, impaired driving and occupant protection violations in counties with major traffic safety problems. Georgia was the impetus for this program being adopted by the NHTSA Southeast Region. The campaign began with May Click It or Ticket, continued with the 4th of July Operation Zero Tolerance campaign, and concluded with the Labor Day Impaired Driving mobilization. During the "100 Days of Summer HEAT" program, law enforcement conducted 5,567 road checks, 1,949 media events, and 1,650 educational events. Approximately 76% of law enforcement jurisdictions in Georgia participated in the "100 Days of Summer HEAT" program.
6. Promoted the **Drive Sober Georgia app** for smartphones. Available on both the Android and iPhone markets, this app provides a listing of free sober ride programs across the state.
7. Mobilized **Operation Rolling Thunder** by the GOHS Thunder Task Force in four areas with high fatalities. The Thunder Task Force targets high-risk drivers through specialized traffic enforcement to help communities in Georgia combat abnormally high occurrences of morbidity and mortality on roadways. In FFY 2014, Operation Rolling Thunder conducted ninety-day high-visibility mobilizations in Chatham County around Savannah. Activities included 4,026 traffic citations, 257 total arrest (25 felonies), 405 safety belt violations, 95 DUI arrests, 1,049 speeding citations and 488 child seat citations. Four Mini-Thunder Task Force Mobilizations were also conducted in Richmond County, Henry County, Albany and an additional mobilization in Chatham County on St. Patrick's Day. These additional mobilizations resulted in 2,375 traffic citations, 580 total arrests (26 felonies), 173 safety belt violations, 278 DUI arrests, 186 speeding citations and 263 child seat citations. These results represent the highest numbers achieved by Rolling Thunder Operations to date.
8. Continued support to the **Nighthawks DUI Task Forces**. First formed in 2004, the Nighthawks were formed to reduce impaired driving traffic crashes by concentrating on the apprehension of DUI offenders during the peak hours when statistics have shown DUI-related incidents occur. Currently, there are three Nighthawks Task Forces with 27 State Troopers specifically focused on combatting impaired driving. The Northern Task force focuses on Metro Atlanta while the cities of Macon and Columbus are patrolled by the middle Georgia Task Force. The Southern Task Force focuses on DUI interdiction in Savannah.
9. Integrated major efforts with the **Georgia State Patrol** including the Highway Enforcement of Aggressive Traffic, (H.E.A.T.) Thunder Task Force, Nighthawks and Occupant Safety programs. The Georgia State Patrol has been consistently ranked as one of the top state police/highway patrol agencies in the country in the category of 501 to 1,000 sworn officers by the International Association of Chiefs of Police. The National Law Enforcement Challenge (NLEC) focuses on agencies efforts to enforce laws and educate the public about occupant protection, impaired driving and speeding.
10. Conducted the Special Operations Division's annual **Governor's Challenge Awards Program** at the Macon Centreplex on September 24, 2014. This event was a GOHS incentive program designed to award outstanding achievements in highway safety enforcement and education. Of the 74 original applications received, 30 different law enforcement agencies were recognized with a total of 36 awards. The Police Department of Royston won the grand prize.
11. Sponsored the Georgia **DUI Court Program** to a total of six funded County level DUI Court programs. The DUI Court's goal is to confront the substance abuse issue underlying the repetitive pattern of offenders of driving under the influence of alcohol and drugs. The treatment portion of DUI Court lasts a

minimum of one year and includes a treatment program tailored to the individual needs of the participants. As of September, 2014, over 2,399 defendants have been sentenced to DUI Court, and 1,486 participants have graduated. During this year, the graduation rate for participants of this program was 92%. The remaining defendants either are in active treatment or have been terminated for cause. These courts boast a DUI recidivism rate for graduates of less than 5% compared to the national average of over 19%.

12. Supported **Mothers Against Drunk Driving** as a grantee. MADD hosted the 10th annual statewide law enforcement recognition banquet, Golden Shield Honors, on March 27th, 2014 to recognize law enforcement for their efforts in saving lives on Georgia roadways. Over 500 law enforcement officers attended the luncheon.
13. Promoted the “**Share the Road**” message by GOHS to motorists and raised awareness about motorcycle safety in areas facing high crash rates, deaths and injuries by creating a series of radio and print ads to remind people to check twice for motorcycles. These ads also discouraged riding drunk with the message: “Just one drink and you’re five times more likely to crash.”
14. Coordinated with the Georgia Department of Driver Services (DDS) to continue the highly successful **Georgia Motorcycle Safety Program (GMSP)** across the state. This project serves as public outreach for motorcycle awareness, safety and rider education programs. During fiscal year 2014, this program conducted 55 events throughout the state of Georgia. Event participation increased the general public’s knowledge of the safety classes, as well as knowledge of the experienced and advanced rider education programs among experienced riders. Motorist education was supported through share the road initiatives. Overall, approximately 43, 000 individuals were exposed to the GMSP; of those, approximately 1,400 actively engaged GMSP booths. The results of this program are clear as Georgia motorcyclists deaths decreased for the third consecutive year in 2013.
15. Sponsored the annual “**Georgia Rides to the Capitol**” event on March 18, 2014 when over 1,000 bicyclists from the metro Atlanta region rode to the Capitol in order to raise support for improved conditions for cycling. Issues raised included the development of regional systems of on-road bicycling facilities, multi-use trails, and cycling connections to major transit facilities, activity centers and schools.
16. Participated in the inaugural **National Walk and Bike to School Day** on March 5, 2014. Organized by the National Center for Safe Routes to School, and supported by both GOHS and Georgia Department of Transportation (GDOT) the event was an opportunity for communities across the country to join together walk or ride a bicycle to school on the same day.
17. Responded to a growing crisis in trauma care for the State of Georgia, the **Georgia Trauma Care Network Commission** was continued to stabilize and strengthen existing trauma centers and help support trauma patient care and transport by Emergency Medical Services. After addressing and helping resolve immediate problems in the system, the Georgia Trauma Commission pursued an aggressive assessment and planning process, which included reviewing the extensive record of stakeholder input over the past several years, a review of the Georgia trauma system by the American College of Surgeon's Trauma Consultation program, economic analysis by Georgia State University's Georgia Health Policy Center, and trauma system consulting partially funded by the Healthcare Georgia Foundation. This has enabled the Georgia Trauma Commission to outline a vision for the Georgia Trauma System for the decades ahead, and defines a cost-effective plan for moving achievement of this vision forward over a five year period, between 2009 and 2014.
18. Provided funding opportunities to high schools through **Students Against Destructive Decisions (SADD)** programs, which raise awareness among high school students of the dangers of impaired and

unrestrained driving. In FFY 2014, GOHS funded 22 individual high school SADD chapters and three countywide SADD grants throughout the state.

19. Continued the **Governor's Commission on Teen Driving** to combat the negative effects of inexperienced drivers. The commission is the first in the nation to be composed exclusively of teens who will advise the Governor and the state's public safety officials on effective ways to communicate a safe driving message to the state's teen drivers. While continuing to receive input and suggestions from the Commission, the Governor's Office of Highway Safety has utilized partnerships with the Department of Drivers Services, the Department of Transportation, the Department of Education, law enforcement agencies statewide, the Georgia legislature, as well as statewide media outlets to promote the Commission's recommendations and encourage implementation. Commission members served as teen delegates and moderators at the 2014 GOHS Youth and Young Adult Highway Safety Leadership Conference.
20. Participated in the **National Collegiate Alcohol Awareness Week** in October 2013. Young Adult grantees from around the state joined this national campaign promoted by the Boosting Alcohol Consciousness Concerning the Health of University Students (BACCHUS) and by the Coalition of Higher Education Association for Substance Abuse Prevention. The purpose of the week was to provide an opportunity to showcase healthy lifestyles free from the abuse or illegal use of alcohol and to combat negative stereotypes of college drinking behavior.
21. Funded the **Georgia Child Occupant Safety Project** designed to involve multiple agencies serving children. Provided through the Georgia Department of Public Health (GDPH) this program provides a framework to achieve a collaborative process to prevent childhood injuries and focuses on public awareness, systematic planning of evidence-based interventions, statewide reduction of death and disability, and evaluating programs.
22. Improved the state's **traffic data systems** to allow for accurate, reliable and timely information exchange between key partners through key initiatives in coordination with a number of state agencies and stakeholders. GDOT continued work to provide crash information to the Georgia Electronic Accident Reporting System (GEARS), breakthrough online software that allows users to query all traffic crash data in the state. The Administrative Office of the Courts (AOC) worked to build a publicly accessible website where data can be accessed relating to traffic citation convictions from the AOC's three case management systems: TIPS, PCIS, and SUSTAIN.
23. Continued a fully functional **Traffic Records Coordinating Council and Executive Steering Committee (TRCC)** with collaboration of State partners representing all disciplines in the public sector (engineering, courts, public health, EMS, law enforcement, driver services, etc.). The State Traffic Records Coordinator along with the TRCC developed a strategic plan related to the committee's mission. The plan includes a long-range strategic plan, support of the Traffic Records Coordinator, and improvements in the process of crash location, better communication and error feedback to reporting agencies and support of the Crash Outcome Data Evaluation System (CODES).
24. Continued the process to streamline the grant process through **eGOHS (Electronic Grants for the Office of Highway Safety)** in which applications were submitted, reviewed, and approved electronically. All grants in FFY2014 were managed entirely online. This system improved communication between GOHS and grantees, effectively reducing time and expediting prior cumbersome processes to allow both parties to focus on the mission. As a result of the increased efficiency of reporting on the eGOHS system, more immediate and in depth analysis could be performed on more grants at the end of the fiscal year. Each staff member can access grantee documentation (claims, MARs) from remote locations (at home or in the field).

25. Hosted the **2014 Youth and Young Adult Highway Safety Leadership Conference**: Students from across the state of Georgia came together February 21st and 22nd to attend the 2014 Youth and Young Adult Leadership Conference held at the Macon Centreplex. The conference, which was attended by approximately 250 students and advisors from more than 40 high schools and colleges across Georgia, was designed to bring together student-advocates of highway safety and focus on new ways to communicate life-saving ideas to their fellow high school and college peers. With the theme of “Alert Today, Alive Tomorrow,” this conference gives the Georgia Governor’s Office of Highway Safety a chance to spread the important message of buckling up, slowing down in your vehicle, not drinking and driving and eliminating distractions behind the wheel. The conference lined up local and nationally recognized motivational speakers and presented workshops targeted specifically for high school and college students. Special exhibitors were also on hand to help spread the targeted message of safety to all participants. The conference kicked off with Ford Driving Skills for Life closed driving course, allowing conference attendees the unique experience to get driving experience behind the wheel with a professional driving instructor.

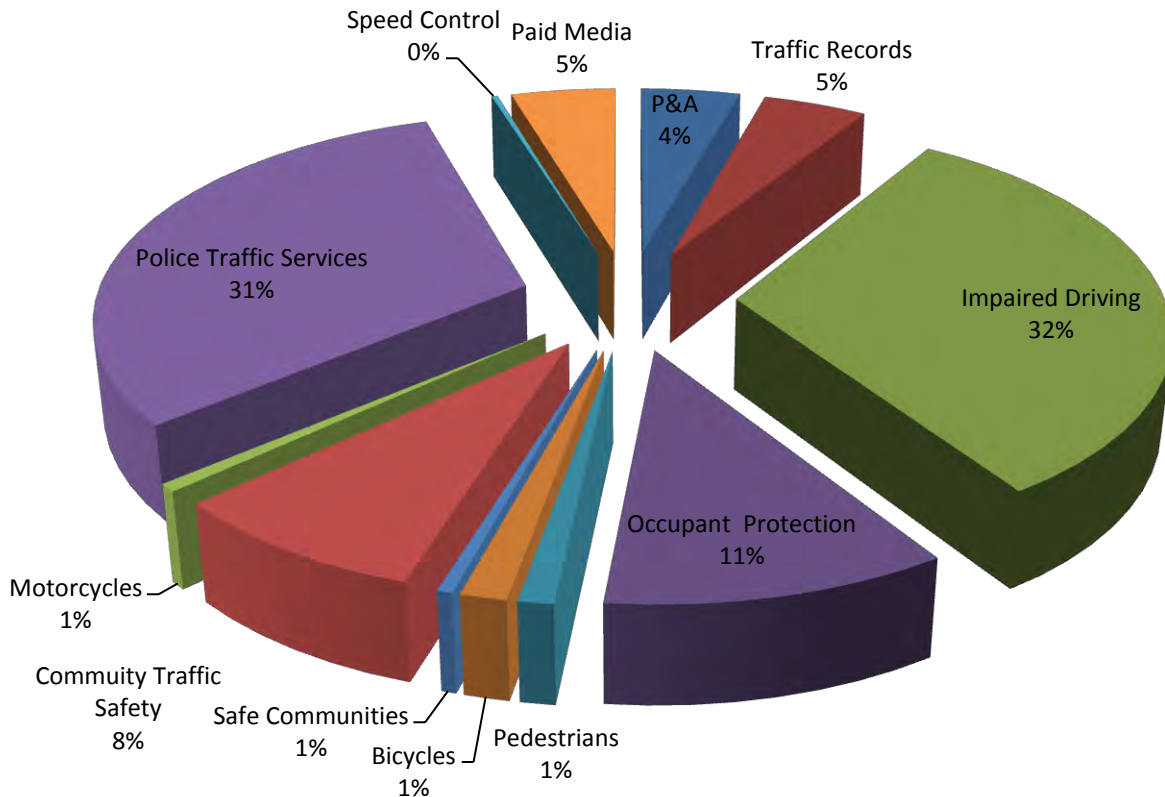
26. Continued the highly successful collaborative relationship with the **Traffic Safety Research and Evaluation Group (TSREG)**, College of Public Health at the University of Georgia. TSREG monitored all grants, provided technical assistance and collaborated with GOHS planners to provide grant evaluation assistance.

FFY 2014 Financial Summary

Financial Summary											
	402	405	405b MAP21	405c MAP21	405d MAP21	408	410	250STR	2010K6	Total	% of Total
P&A	\$511,200.19		\$0.00							\$511,200.19	4.4%
Traffic Records				\$495,504.53		\$38,252.47				\$533,757.00	4.6%
Impaired Driving	\$364,184.36		\$0.00		\$3,158,788.57		\$199,151.29			\$3,722,124.22	31.9%
Occupant Protection	\$707,159.07		\$560,565.53							\$1,267,724.60	10.9%
Pedestrians	\$131,020.66									\$131,020.66	1.1%
Bicycles								\$172,279.37		\$172,279.37	1.5%
Safe Communities	\$57,202.50		\$0.00							\$57,202.50	0.5%
Community Traffic Safety	\$986,595.37									\$986,595.37	8.5%
Motorcycles									\$72,518.78	\$72,518.78	0.6%
Police Traffic Services	\$3,652,178.48		\$0.00							\$3,652,178.48	31.3%
Speed Control	\$31,287.58									\$31,287.58	0.3%
Paid Media	\$536,684.14						\$0.00			\$536,684.14	4.6%
TOTAL	\$6,977,512.35	\$0.00	\$560,565.53	\$495,504.53	\$3,158,788.57	\$38,252.47	\$199,151.29	\$172,279.37	\$72,518.78	\$11,674,572.89	

Financial Summary

Total = \$11,674,572.89



GOHS enters data at the project level in the federal grants tracking system. The final voucher for FFY2014 has been submitted and approved by the NHTSA Region 4 Office.

Core Survey Questions

Impaired Driving Question 1: In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? (Pre: Dec 9, 2013; Post Jan 10, 2014)

	Pre	Post
0 Time	91.3%	93.9%
1 - 2 Times	5.9%	5.1%
3 or more Times	2.8%	1.0%

Impaired Driving Question 2: Have you Heard of Drive Sober or Get Pulled Over? (Pre: Aug 8, 2014; Post: Aug 31, 2014)

	Pre	Post
Yes	43.5%	44.2%
No	56.5%	55.8%

Impaired Driving Question 3: What do you think the chances are of someone getting arrested if they drive after drinking? (Pre: Dec 9, 2013; Post Jan 10, 2014)

	Pre	Post
Almost Certain	13.2%	16.5%
Very Likely	27.3%	21.1%
Somewhat Likely	41.1%	44.2%
Somewhat Unlikely	12.3%	13.8%
Very Unlikely	6.2%	4.6%

Safety Belt Question 1: How often do you use safety belts when you drive or ride in a car, van sport utility vehicle or pick up? (Pre: May 1, 2014; Post June 11, 2014)

	Pre	Post
All of the time	95.4%	93.3%
Most of the time	4.0%	5.0%
Some of the time	0.0%	0.6%
Rarely	0.6%	0.0%
Never	0.0%	1.1%

Safety Belt Question 2: In the past 30 days, have you read, seen or heard anything about safety belt law enforcement by police? (Pre: May 1, 2014; Post June 11, 2014)

	Pre	Post
Yes	18.5%	37.7%
No	81.5%	62.3%

Safety Belt Question 3: What do you think the chances are of getting a ticket if you don't wear your safety belt? (Pre: May 1, 2014; Post June 11, 2014)

	Pre	Post
Always	21.5%	22.8%
Most of the Time	18.4%	17.4%
Half of the Time	14.6%	15.0%
Rarely	22.8%	12.6%
Never	22.8%	32.3%

Speeding Question 1: On a road with a speed limit of 65 miles per hour, how often do you drive faster than 70 miles per hour? (Pre: Aug 8, 2014; Post: Aug 31, 2014)

	Pre	Post
Always	4.1%	3.1%
Most of the Time	14.4%	8.7%
Half of the Time	15.9%	18.9%
Rarely	37.4%	43.4%
Never	28.2%	26.0%

Speeding Question 2: In the past 30 days, have you read, seen or heard anything about speed enforcement by police? (Pre: Aug 8, 2014; Post: Aug 31, 2014)

	Pre	Post
Yes	31.8%	29.5%
No	61.2%	70.5%

Speeding Question 3: What do you think the chances are of getting a ticket if you drive over the speed limit? (Pre: Aug 8, 2014; Post: Aug 31, 2014)

	Pre	Post
Always	11.6%	12.0%
Most of the Time	24.3%	22.0%
Half of the Time	27.5%	27.2%
Rarely	26.5%	32.5%
Never	10.1%	6.3%

Description of Projects and Activities Funded

In accordance with GHSA's guidelines, programs which have similar scope and focus have been grouped into five major categories: 1) Impaired Driving and Speed Enforcement and Education, 2) Occupant Protection, 3) Bicycle and Pedestrian Safety, 4) Traffic Records and 5) Paid Media. Please note that many programs have content which spans categories. Therefore, the decision as to category placement for a single program is made based on the category that aligns most directly with the majority of the program content. Paid media events supported all of the GOHS programs across the state during the fiscal year.

Impaired Driving and Speed Enforcement	Program Overview for Georgia Impaired Driving and Speed Programs
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Despite reductions in impaired or speed related crashes through a continuous upgrading of Georgia's laws, high visibility law enforcement and increased public information and education (PI&E) programs, any number of impaired driving and speed-related crashes, injuries and fatalities is unacceptable. Fatalities are six times more likely in crashes involving impaired driving than those not involving alcohol and drugs. Alcohol impaired driving death rates are very high in urban areas and college towns where alcohol establishments are most prevalent. One out of every five (5) crash deaths in Georgia involved unsafe or illegal speed. The majority of the drivers in speed-related crashes are male. In FFY 2014, GOHS sought to reduce impaired driving and speed-related deaths by establishing clear, measurable objectives in this area. GOHS utilized NHTSA Sections 402, 405, and 410 funding to accomplish these objectives.

Objectives

1. To provide DUI countermeasure funding incentives to counties that make up 55% of impaired driving fatalities.
2. To implement three (3) impaired driving enforcement mobilizations in which 75% of the law enforcement agencies participate.
3. To maintain H.E.A.T programs in areas across the state which demonstrate high risk for aggressive and impaired driving.
4. To provide funding to 15% of Georgia public high schools.
5. To provide public information and education to 100% of Georgia high schools to implement programs to make constructive decisions.
6. To provide funding to at least fifteen (15) accredited colleges and universities within Georgia based on data where crashes, injuries and fatalities rates are the highest.
7. To provide highway safety public information and education to 100% of the accredited colleges and universities within Georgia.
8. To provide statewide training opportunities for prosecutors to increase effective prosecution of highway safety offenses.
9. To continue funding of DUI courts in six (6) jurisdictions in Georgia (Cherokee, Gwinnett, Liberty, Richmond, Rockdale, and Troup).
10. To fund counties that represent 50% of speeding fatalities for the purpose of reducing speed related motor vehicle crashes, injuries and deaths.
11. To continue strategic enforcement in high-risk statewide locations through specialized H.E.A.T. (Highway Enforcement of Aggressive Traffic) units.
12. To conduct three (3) special emphasis mobilizations targeting motorcyclists who drive excessive speeds.

Funded Programs

H.E.A.T.

The GOHS and local law enforcement agencies have come together to create Highway Enforcement of Aggressive Traffic (HEAT) units to combat impaired and aggressive drivers. These units are formed by providing grant funds to law enforcement agencies which use these funds to dedicate personnel and equipment to enforcing highway safety. Each grantee is assigned a target number of citations to issue each month for speeding, occupant protection and impaired driving based upon the amount of funds received and the resources available. Each officer is armed with materials to educate Georgia residents about state laws that regulate aggressive and impaired driving.

GA-2014-195-00305 HEAT Atlanta Police Department
GA-2014-11-00319 HEAT Bibb County Sheriff's Office
GA-2014-44-00281 HEAT DeKalb County Police Department
GA-2014-000-00289 HEAT Douglas County Sheriff's Office
GA-2014-000-00336 HEAT Douglas PD/Coffee County SO
GA-2014-395-00287 HEAT Dublin Police Department
GA-2014-58-00300 HEAT Forsyth County Sheriff's Office
GA-2014-000-00283 HEAT Glynn County Police Department
GA-2014-0-00282 HEAT Habersham County Sheriff's Office
GA-2014-75-00295 HEAT Henry County Police Department
GA-2014-000-00284 HEAT Marietta Police Dept.
GA-2014-110-00309 HEAT Paulding County Sheriff's Office
GA-2014-000-00288 HEAT - Pickens Sheriff's Office
GA-2014-000-00333 HEAT Richmond County Sheriff's Office
GA-2014-000-00286 HEAT Sandy Springs Police Department
GA-2014-000-00323 Bartow County Sheriff's Office H.E.A.T. Unit

Georgia DUI Court Program:

The GOHS provided funding to a total of six funded County level DUI Court programs. The DUI Court's goal is to confront the substance abuse issue underlying the repetitive pattern of offenders of driving under the influence of alcohol and drugs. The treatment portion of DUI Court lasts a minimum of one year and includes a treatment program tailored to the individual needs of the participants. The courts boast a DUI recidivism rate for its graduates of less than 5% compared to the national average of over 19%.

GA-2014-000-00331 Cherokee DUI/Drug Court Program
GA-2014-000-00278 Liberty County DUI Court
GA-2014-000-00275 Richmond County DUI Court
GA-2014-000-00277 Rockdale County DUI Court Supervised Treatment Program
GA-2014-000-00298 Troup County D.U.I. / Drug Court Program
GA-2014-000-00276 DUI Court of Gwinnett County

GA-2014-000-00310 Dept of Driver Services; Alcohol and Drug Awareness (ADAP)

This program is a statewide effort to educate Georgia teens under the age of 18 years by providing alcohol and drug awareness and prevention (ADAP) workbooks to Georgia public schools. The program was

designed to distribute 110,000 ADAP workbooks to ADAP programs by facilitating orders via an online ordering store and local dissemination networks.

GA-2014-000-00318 Dept of Driver Services; Georgia Motorcycle Safety Program

The Georgia Motorcycle Safety Program was funded by the GOHS and facilitated through the Georgia Department of Driver Services to provide outreach for motorcycle awareness, safety and rider education programs.

GA-2014-937-00321 Network of Employers for Traffic Safety (NETS)

The Network of Employers for Traffic Safety (NETS) is dedicated to improving the safety of employees, their families and the community by preventing traffic crashes that occur both on and off-the-job. Funds awarded to NETS are used to facilitate employer and employee awareness of the personal responsibility needed for highway safety improvements and the economic impact of speed related crashes throughout the grant year. The Program hosts educational meetings, disseminate educational materials and support employer led networks.

GA-2014-000-00314 Georgia Mountains CarFit Program

CarFit is an educational program that offers older adults the opportunity to check how well their personal vehicles "fit" them. The CarFit program also provides information and materials on community-specific resources that could enhance their safety as drivers, and/or increase their mobility in the community.

GA-2014-940-00293 Georgia Operation Lifesaver

Georgia's chapter of Operation Lifesaver is dedicated to ending collisions, deaths and injuries at highway-rail grade crossings and on railroad property through partnership with the nationwide network of volunteers who work to educate people about rail safety. Funding provided by the GOHS were used to host educational events, disseminate literature to educate both motorists and pedestrians about interacting with trains and also provided recommendations on engineering safer interfaces between roads and railways.

GA-2014-940-00294 Railroad Collision Management Courses (Operation Lifesaver)

First responders receive basic training about responding to vehicle-to-vehicle crashes but do not receive training about responding and investigating train-motor vehicle crashes. With funding supplied by the GOHS, Operation Lifesaver is able to provide this specialized training through certified classes offered free-of-charge to all law enforcement agencies and emergency responders. This specialized training enhances response to a train-vehicle collision by empowering investigations to properly document the incident and recognize the unique aspects of these collisions.

GA-2014-371-00346 Georgia Sheriffs' Association Training Conference

Funding was provided to the Georgia Sheriff's Association to support their annual training conference. This event is attended by law enforcement agencies across the state and provided clinics and seminars on numerous highway safety topics and best practices. The GOHS has partnered with the sheriff's association in order to increase the reach of this training event to Georgia's law enforcement.

GA-2014-163-00307 Georgia Highway Safety Programs Evaluation

The GOHS evaluation team consists of a working group of scholars and practitioners at the University of Georgia dedicated to reducing the morbidity and mortality caused by highway traffic crashes. This is completed through interdisciplinary efforts to identify effective program strategies and best practices for highway safety planning. This team is involved in every stage of the process of awarding funding to

GOHS grantees from reviewing applications for funding to writing an annual evaluation report on all grantee's performance. The evaluation team also conducts examines traffic safety trends in the State of Georgia and keeps the GOHS closely informed of emerging patterns.

GA-2014-000-00322 State Judicial Outreach Liaison

The State Judicial Liaison, Judge Kent Lawrence is supported by the GOHS to provide legal expertise and training to magistrates across the state, particularly those involved in DUI courts. Judge Lawrence provides personal level instruction, best practices and recommendations to other magistrates as well as prosecutors in order to increase their capacity to provide a potent legal deterrent to aggressive and impaired driving in Georgia.

GA-2014-542-00299 MADD - GA Eliminate Drunk Driving

Mothers Against Drunk Driving (MADD) is a non-profit organization whose mission is to "To aid the victims of crimes performed by individuals driving under the influence of alcohol or drugs, to aid the families of such victims and to increase public awareness of the problem of drinking and drugged driving." Georgia's MADD chapter was funded by the GOHS to sponsor statewide community awareness events, support traffic enforcement network meetings, disseminate literature at high schools and train students at college campuses to conduct volunteer events. This program also delivered impaired driving and traffic safety presentations at Georgia military bases to educate personnel on the dangers of impaired driving during the grant period.

GA-2014-210-00290 Traffic Safety Adjudication Program

The traffic safety adjudication program was funded by the GOHS to provide training on effective DUI/Vehicular Homicide/Serious Injury by Motor Vehicle detection and prosecution through DUI/accident investigation and trial advocacy courses for judges and prosecutors alike. This program also provides training to law enforcement officers on effective courtroom testimony methodologies in DUI and other traffic enforcement cases. These efforts are designed to increase convictions of offenders of serious traffic violations and thus enhance the deterrent to committing these crimes.

GA-2014-930-00296 Impaired Driving (SFST&DRE) Training Programs

Provided through the Georgia Public Safety Training Center (GPSTC), this training program provides officers with specialized training in the areas of detecting, identifying, and removing the alcohol/drug impaired driver from the state's highways. In addition, these specialized training programs provide the officers with the ability to successfully document the elements of an impaired driving arrest and to provide clear, articulate testimony in order to successfully prosecute these cases in a court of law.

GA-2014-930-00297 Speed Enforcement Training Programs (RADAR & LIDAR)

Also provided by GPSTC, the speed enforcement training program certifies law enforcement officers to properly use modern speed detection equipment, record incidents and citations and present information in court. These programs greatly enhance the capacity of the State of Georgia to provide necessary training to law enforcement officers and increase both real and perceived traffic safety enforcement.

Nighthawks:

The Nighthawks DUI Task Forces were formed to reduce impaired driving traffic crashes by concentrating on the apprehension of DUI offenders during the peak hours when statistics have shown DUI-related incidents occur. These law enforcement officers are dedicated to full time traffic safety concerns and are highly trained in speed and impairment detection.

GA-2014-166-00303 Nighthawk DUI Task Force- North/ South
GA-2014-166-00304 Nighthawk DUI Task Force- Middle GA

Students Against Drunk Driving (SADD):

The GOHS supports these programs at local high schools which educate teens about alcohol and traffic safety issues. SADD's mission is to empower young people to successfully confront the risks and pressures that challenge them in their daily lives. This is accomplished by creating, equipping, and sustaining a network of student-led chapters in schools and communities focused on peer-to-peer education. Prior to the grant period, letters were sent to all 450 high schools in Georgia eliciting participation in this campaign. Required activities for funded programs include holding monthly meetings, completing safety belt checks, attending training on alcohol and the law and to participate in activities including a mock car crash and impaired driving demonstrations.

SADD-2014-426-00212 SADD Northside High School
SADD-2014-0-00213 Brookwood High School SADD Club
SADD-2014-0-00214 SADD Bainbridge High School
SADD-2014-468-00215 Pepperell High School SADD
SADD-2014-454-00216 Cairo High School SADD
SADD-2014-586-00217 Woodstock High School SADD
SADD-2014-0-00218 Parkview SAVE/SADD
SADD-2014-457-00219 Kendrick SADD
SADD-2014-420-00221 Glynn Academy Students Against Destructive Decisions
SADD-2014-488-00222 Students Against Destructive Decisions (SADD)
SADD-2014-0-00223 SADD Evans High School
SADD-2014-000-00224 Students Against Destructive Decisions
SADD-2014-0-00225 Baldwin HS SADD/Highway Safety Initiative
SADD-2014-547-00226 Loganville High School: SADD
SADD-2014-0-00227 SADD Lamar County School System
SADD-2014-0-00228 South Effingham High School SADD
SADD-2014-000-00229 SADD North Paulding High
SADD-2014-444-00230 Students Against Destructive Decisions
SADD-2014-000-00231 Early College SADD 2013-2014
SADD-2014-0-00339 Murray County High School SADD/STAR Chapter
SADD-2014-000-00347 Students Against Destructive Decisions (SADD)

SADD Countywide Grants:

Funding was provided for some of the largest school systems in Georgia to administer mini grants to the schools in their jurisdictions. This program was designed to provide funding to the largest concentrations to inner-city youth. The focus and required activities were the same for the recipients of these mini grants as for all SADD grantees.

GA-2014-000-00285 SADD mini grants for DeKalb County School System
GA-2014-000-00316 SADD mini grants in Fulton County
GA-2014-000-00302 SADD Clayton County Public Schools' (CCPS)

Traffic Enforcement Networks (TEN):

Funds are provided to local law enforcement agencies which will coordinate regional traffic safety enforcement campaigns. The Coordinator is responsible for scheduling 10 monthly Network meetings during the grant period and will stay in constant contact with law enforcement executives, judges and prosecutors, promoting the Traffic Enforcement Network throughout the Network region. In addition, this coordinating agency will work with the agencies within the Network to schedule a minimum of 5 road checks (preferably multi-jurisdictional/multi-agency road checks) during the grant period. At least one road check will be conducted during the December OZT campaign and one during the May Click It or Ticket campaign. Finally, the Coordinator will attend NHTSA sponsored LEL meetings, as well as GOHS sponsored Coordinator meetings, for the purpose of the development of strategies for future highway safety campaigns.

TEN-2014-174-00232	Traffic Enforcement Network Grant (NETEN)
TEN-2014-000-00233	TRAFFIC ENFORCEMENT NETWORK CATEN
TEN-2014-000-00234	ECTEN
TEN-2014-000-00235	SRTEN Network
TEN-2014-000-00236	MGTEN Network Grant
TEN-2014-000-00237	SWTEN Network
TEN-2014-0-00238	Peachtree City Metro Atlanta Traffic Enforcement Grant.
TEN-2014-000-00239	Western Regional Traffic Enforcement Network (WRTEN)
TEN-2014-000-00324	South Central Traffic Enforcement Network
TEN-2014-147-00325	Central Region Traffic Enforcement Network
TEN-2014-000-00326	CGTEN
TEN-2014-000-00328	Mountain Area Traffic Enforcement Grant
TEN-2014-000-00329	WCTEN Network Grant
TEN-2014-000-00334	Southeast Traffic Enforcement Network Grant
TEN-2014-000-00446	Appalachian Trail Traffic Enforcement Network

Young Adult (YA) Programs:

Programs at Georgia's colleges and universities to conduct school year activities focused on educating students and faculty about alcohol and highway safety issues. These YA chapters collect highway safety statistics on campus, distribute GOHS brochures and educational materials in conjunction with the impaired driving campaigns and conduct alcohol specific peer health education training.

YA-2014-0-00240	Georgia Southern University
YA-2014-915-00241	Campus Leaders Advocating Wellness (C.L.A.W.)
YA-2014-490-00242	Safe and Sound
YA-2014-354-00243	GSW Peer Educators
YA-2014-0-00244	YA Application
YA-2014-0-00245	Georgia Tech Health Promotion
YA-2014-495-00246	GOHS YA Grant, 2013 - 2014
YA-2014-0-00247	Peer Health Education
YA-2014-000-00248	Alcohol and Drug Awareness Program
YA-2014-921-00341	Peer Health Educators Reducing Alcohol Use/Abuse
YA-2014-911-00342	Be the Sober One

YA-2014-919-00343	ABAC Young Adult Grant
YA-2014-583-00344	UWG & GOHS Collaborative Safety Initiative
YA-2014-000-00345	Kennesaw State University YA
YA-2014-719-00348	Peer-to-Peer Intervention - South Georgia State College

Small Agency Incentive Grants, Intoxilyzer 9000:

These grants were awarded to small law enforcement agencies in order to purchase upgraded alcohol breath testers which would replace antiquated equipment. The current, approved instrument for measuring breath alcohol levels in Georgia is the "Intoxilyzer 5000" produced by CMI, Inc. However, this instrument does not possess all of the attributes necessary to meet evolving legal requests and quality assurance recommendations. The state has developed a five year plan to transition from the outdated Intoxilyzer 5000 to the updated Intoxilyzer 9000, which includes replacement instrument selection, training, and instrument replacement.

GA-2014-000-00419	Douglas County Sheriff's Office
GA-2014-759-00420	Alpharetta Police Department
GA-2014-266-00421	Griffin Police Department
GA-2014-000-00422	Rockmart Police Department
GA-2014-000-00423	Floyd County Police Department
GA-2014-000-00424	Kennesaw Police Department
GA-2014-000-00425	Fannin County Sheriff's Office
GA-2014-000-00427	Hazlehurst Police Department
GA-2014-000-00428	Waynesboro Police Department
GA-2014-000-00429	Grovetown Police Department
GA-2014-000-00430	Georgia Southern University DPS
GA-2014-000-00431	Houston County Sheriff's Office
GA-2014-285-00432	Nashville Police Department
GA-2014-000-00433	Hahira Police Department
GA-2014-607-00434	Tennille Police Department,
GA-2014-000-00435	Milledgeville Police Department
GA-2014-0-00436	Habersham County Sheriff's Office
GA-2014-000-00437	Henry County Sheriff's Office
GA-2014-000-00438	Smyrna Police Department
GA-2014-000-00439	Hart County Sheriff's Office
GA-2014-000-00440	Decatur Police Department
GA-2014-000-00441	Albany Police Department
GA-2014-000-00442	Cairo Police Department
GA-2014-75-00443	Henry County PD/Henry Co BOC
GA-2014-000-00444	Tift County Sheriff's Office
GA-2014-000-00445	Canton Police Department
GA-2014-000-00446	Cobb Co Police Dept.
GA-2014-000-00447	Lilburn Police Department
GA-2014-000-00448	Dodge County Sheriff's Office

GA-2014-000-00449	Hiram Police Department
GA-2014-000-00450	Snellville Police Department
GA-2014-78-00451	Jackson County Sheriff's Office
GA-2014-000-00452	Bibb County Sheriff's Office
GA-2014-000-00454	Rabun County Sheriff's Office
GA-2014-000-00455	Pulaski County Sheriff's Office
GA-2014-000-00456	Fayette County Sheriff's Office
GA-2014-000-00457	Glynn County Police Department
GA-2014-000-00458	Richmond County Sheriff's Office
GA-2014-000-00459	Hinesville Police Department
GA-2014-000-00460	Whigham Police Department
GA-2014-000-00461	Poulan Police Department
GA-2014-000-00462	Garden City Police Department
GA-2014-000-00463	Carrollton Police Department
GA-2014-000-00464	Tybee Island Police Department
GA-2014-147-00465	Walton County Board of Commissioners
GA-2014-000-00467	Muscogee County Sheriff's Office
GA-2014-000-00468	Cochran Police Department
GA-2014-000-00426	Union County Sheriff's Office
GA-2014-000-00453	Bryan County Sheriff's Office

Small Agency Incentive Grants, General:

Funding has been provided to local law enforcement agencies in order to encourage participation in Traffic Enforcement Networks (TENs) and high visibility traffic safety campaigns. Grantees were required to attend TEN meetings and events, participate in high visibility campaigns including CIOT, OZT and 100 Days of Summer Heat and to enter enforcement data in the GOHS online reporting system. Thus, this program also strongly contributes to the Traffic Records portion of this report.

GA-2014-000-00315	Clarkston Police Department
GA-2014-000-00256	Aragon Police Department
GA-2014-000-00266	Banks County Sheriff's Office
GA-2014-000-00268	Blairsville Police Department
GA-2014-000-00261	Byron Police Department
GA-2014-226-00257	Centerville Police Department
GA-2014-000-00270	Cordele Police Department
GA-2014-000-00265	Fayetteville Police Department
GA-2014-000-00260	Jefferson Police Department
GA-2014-000-00250	Lavonia Police Department
GA-2014-000-00254	Lincoln County Sheriff's Office
GA-2014-000-00262	Maysville Police Department
GA-2014-000-00263	Ray City Police Department
GA-2014-000-00264	Sandersville Police Department
GA-2014-000-00258	Taliaferro County Sheriff's Office
GA-2014-000-00253	Tift County Sheriff's Office

GA-2014-000-00267	Treutlen County Sheriff's Office
GA-2014-000-00251	Whigham Police Department
GA-2014-000-00259	White County Sheriff's Office
GA-2014-000-00327	Ringgold Police Department
GA-2014-000-00269	Ashburn Police Department
GA-2014-254-00255	Barnesville Police Department
GA-2014-000-00252	Fitzgerald Police Department
GA-2014-000-00317	Coffee County Sheriff's Office
GA-2014-216-00249	Fort Oglethorpe Police Department, City of

Results

As a result of the noteworthy programs mentioned above and efforts by GOHS and its additional grantees, the following results were achieved.

1. The "DUI Court" program was continued in FFY 2014 with six (6) DUI Courts funded in six (6) counties, which enrolled repeat DUI offenders in special programs based on the U.S. Department of Justice Drug Court model. During FFY 2014 a total of 357 new participants joined the program and 329 successfully completed the course of training. Also, 28 participants were terminated for non-compliance, giving the program a retention rate of 92%.
2. "Operation Zero Tolerance" – In FFY 2014, concerted statewide efforts coordinated by GOHS enjoyed greater than 90% participation rates in all areas of the state. In a poll conducted by Dr. James Bason under contract through the University of Georgia collected between December 9th, 2013 and January 7th, 2014, 68.5% of respondents had heard of Operation Zero Tolerance, and 80% of respondents indicated that it was at least somewhat likely that they would be "arrested" by police when drinking and driving.
3. In FFY 2014 funding was offered to 21 individual high schools as well as to the school systems of three of Georgia's most densely populated counties in order to encourage safety belt use and discourage drinking while driving. Local Students Against Destructive Decisions (SADD) chapters were formed by teachers and students and focused on peer to peer education. Activities also included collecting local seat belt use surveys and disseminating literature supporting GOHS enforcement and media campaigns. Out of the completed SADD grantees, 96.2% achieved at least 50% of their stated objectives.
4. During the "100 Days of Summer Heat" campaign from May to September 2014, law enforcement personnel a total of 73,562 arrests which included 11,982 felonies and apprehended 16,242 DUI violators statewide. In addition, law enforcement personnel gave out 247,105 speeding citations, 69,193 safety belt violations and 16,030 child seat citations.
5. The Georgia Public Safety Training Center (GPSTC): During FFY 2014, 3,179 law enforcement officers were trained in GOHS funded programs. This included 1,165 officers trained in impaired driving detection methods as well as 2,014 officers which were trained in speed detection and enforcement. The law enforcement officers which were trained by these programs represented over 400 agencies from across the state.
6. In FFY 2014, 16 Highway Enforcement of Aggressive Traffic (H.E.A.T.) grants received funding and 93.8% of H.E.A.T. grantees achieved at least 50% of the stated objectives and milestones. H.E.A.T. officers arrested 6,623 impaired drivers, gave out 31,955 citations for speeding and cited 7,734 drivers for occupant protection violations.
7. In FFY 2014, the Mothers Against Drunk Driving (MADD) Volunteer Initiative succeeded in recruiting volunteers to conduct 26 Responsible Drinking programs at Atlanta schools, including Safe Prom and Alcohol Awareness Month. In addition, these volunteers also delivered highway

safety and impaired driving awareness classes to service members at 10 military bases across the state.

8. The Traffic Safety Adjudication Program, implemented by the Prosecuting Attorney's Council of Georgia trained 813 law enforcement officers and prosecutors throughout the grant period. Instructors presented many of these courses to local prosecutors and law enforcement officers by traveling to their local offices and through a traffic safety tract at the 2014 Prosecuting Attorney's Summer Conference.
9. State Judicial Outreach Liaison Judge Kent Lawrence continues to be a national expert on the adjudication of DUI cases. Judge Lawrence has assisted numerous judges, prosecutors, and law enforcement officers with judicial issues. Additionally, Judge Lawrence trained over 500 highway safety stakeholders on the proper adjudication of DUI cases.
10. National Teen Driver Safety Week: On October 23 and 24, 2013, Director Harris Blackwood conducted a multi-city teen driver safety media tour in the major Georgia media markets of Columbus, Albany, Macon, Statesboro (Savannah media market) and Augusta. Each stop included a news conference, to which the major television stations, newspapers and radio stations (where applicable) in each market were invited. Broadcast and print news coverage was garnered from each stop. Local law enforcement and members of the Governor's Commission on Teen Driving also participated. This was an earned media effort so no GOHS paid media funds were expended.
11. The Driving Skills for Life program: a partnership between the Ford Motor Company and the GOHS to educate the state's newly licensed and young drivers. Through a grant via the Governor's Highway Safety Association, GOHS was able to serve more than 200 high school and college students through a specialized training course. The Driving Skills for Life training course highlights hazard recognition, vehicle handling, speed management, space management, and distracted driving. The event kicked off the 2014 Youth and Young Adult Leadership Conference in Macon.
12. On November 3-8, 2013, the Georgia Public Safety Training Center traveled with the 34th Drug Recognition Expert School to Phoenix, Arizona to the Maricopa County Jail to conduct training evaluations. The 16 students in the class completed all of the necessary evaluations and passed the final exam. Georgia was the 35th state to conduct evaluations in Arizona and this process significantly speeds up the process of becoming a certified Drug Recognition Expert.
13. Students from across the state of Georgia came together February 21st and 22nd to attend the 2014 Youth and Young Adult Leadership Conference held at the Macon Centreplex. The conference, which was attended by approximately 250 students and advisors from more than 40 high schools and colleges across Georgia, was designed to bring together student-advocates of highway safety and focus on new ways to communicate life-saving ideas to their fellow high school and college peers. The conference lines up local and nationally recognized motivational speakers and presented workshops targeted specifically for high school and college students.
14. National Night Out: On August 5, 2014, planners Eshon Poythress and Kelsey Goodman had the opportunity to exhibit at the College Park 31st Annual National Night Out. National Night Out (NNO) is a unique safety event sponsored by the National Association of Town Watch. NNO is designed to heighten crime and drug prevention awareness. Planners spoke with a number of teens about joining the SADD chapter at their high school, and spoke to parents about CPS and Occupant Safety.
15. AT&T celebrated special achievements on October 7, 2013 at their Drive Studio located in Midtown Atlanta. The event was designed to celebrate the success of and continue spreading the message for their no texting and driving campaign, "It Can Wait". The event also highlighted

their Peter K. O'Rourke Special Achievement Award for the "It Can Wait Campaign" from GHSA and also the recent work in the AT&T Drive Studio which focused on enhancing the driving experience by improving safety, security, entertainment, diagnostics and navigation within cars. Comments were given by GOHS Director Harris Blackwood. Three of the Governor's Commission on Teen Driving Members (Hope Boyd, Kyra Parks, and Morgan Polk) was able to test and give feedback on the new technology.

16. Georgia Operation Lifesavers: During the course of the year, Operation Lifesavers reached out to over 13,445 citizens of Georgia to teach best practices around trains. Operation Lifesavers also conducted 10 mobile truck exhibits, taught 8 rail safety for Emergency Responders (RSER) courses and taught 7 Grade Crossing Collision Incident (GCCCI) Management trainings to law enforcement. Georgia Operation Lifesavers worked with the Colonel of the Georgia State Patrol to mandate that a specific form be filled out for every train related crash to ensure our reporting in Georgia is as accurate as possible.
17. Georgia Operation Lifesavers, Inc. partnered with Norfolk Southern to host the annual Whistle-Stop Safety Train Ride from June 3-5, 2014. The Peach State Safety Train Trip ran statewide from Valdosta to Dalton, stopping in 9 cities throughout. State and local dignitaries rode this train through Georgia to learn about the dangers that our citizens face daily due to illegal behavior around train tracks.

2015 Strategies

Georgia looks to employ the following strategies in FFY 2015:

1. DUI Countermeasures – To provide DUI countermeasure funding incentives to counties that make up 55% of impaired driving fatalities.
2. Impaired Driving Mobilizations – To implement three (3) impaired driving enforcement mobilizations in which 75% of law enforcement agencies participate.
3. Highway Enforcement of Aggressive Traffic (H.E.A.T.) Programs – To maintain H.E.A.T. programs in areas in Georgia that demonstrate high risk for aggressive and impaired driving.
4. Students Against Destructive Decisions (SADD) Programs – To provide funding to 15% of Georgia public high schools.
5. Young Adult Programs – To provide funding to at least nineteen (15) accredited colleges and universities within Georgia based on data where crashes, injuries and fatalities rates are the highest.
6. To provide public information and education to 100% of Georgia high schools to implement programs to make constructive decisions.
7. Prosecutor Training – To provide statewide training opportunities for prosecutors to increase effective prosecution of highway safety offenses.
8. DUI Adjudication – To provide funding of DUI courts in three (3) jurisdictions in Georgia (Liberty, Richmond, and Troup).

Approximately 44% of Georgia's fatally injured motor vehicle occupants were unrestrained during the crash. A significant number of the victims could have survived the crash experience had they used safety belts. GOHS supported efforts to reduce deaths involving unrestrained occupants. The following specific and measurable objectives were sought in FFY 2014. GOHS utilized NHTSA Sections 402 and 405 funding to accomplish these objectives.

Objectives

1. To increase the statewide safety belt usage rate to 92% by the end of FFY 2014.
2. To maintain the increase in the use of child safety restraint systems for children age seven and under of 98.5% in 2014.
3. To increase safety belt use rate by 2.5% for rural drivers and passengers in the FFY 2014.
4. To continue outreach to non-white populations (including Latino) in all aspects of occupant protection.

Funded Programs

GA-2014-163-00308 UGA Traffic Injury Prevention Institute (GTIPI)

The Georgia Traffic Injury Prevention Institute (GTIPI) is an educational outreach unit of The University of Georgia, with primary funding support from the GOHS. The mission of GTIPI is to will reduce and prevent traffic crashes, injuries, and fatalities through education, training, resources, and collaboration for all sectors of the public throughout the state of Georgia. Funded activities include training child seat technicians, providing occupant protection checks and organizing large scale educational courses for the public supported by practical applications which include a rollover simulator and child safety seat demonstrations.

GA-2014-732-00313 City Of Atlanta Fire Rescue Fitting Station

The City of Atlanta's Fire Department has served as the central node of child safety seat education and expertise in the largest metropolitan area in the state. Funds were provided by the GOHS to enhance the department's occupant protection outreach to the community by increasing activities at its 36 child passenger safety inspection stations. This enabled the department to purchase and distribute child safety seats, conduct increased safety checks and provide more educational materials to members of the community. This department also was provided with funds to train new child safety seat technicians and re-certify firefighters which were already serving as technicians.

GA-2014-229-00332 DeKalb Safe Communities

DeKalb Safe Communities is an occupant safety education, assessment and assistance program for the third most populous county in Georgia. Safe Communities and partners coordinated and conducted four child safety seat check events during the 2014 Click It or Ticket mobilization. Child passenger safety technicians, who can check seats, provide education and distribute literature, were recruited to volunteer for these events. The program conducted walkability assessments and travel plans with local schools which address infrastructure improvement recommendations. The program's key objective was to conduct bi-monthly child passenger safety programs to at least 130 low-income DeKalb County families about the importance and correct use of child safety seats and to disseminate educational materials on proper child seat installation.

GA-2014-000-00337 CHILD OCCUPANT SAFETY PROJECT

The GOHS provided funding to Georgia's Department of Public Health (GDPH) to provide child protective seat mini-grants to local coalitions and occupant protection technical expertise. This GDPH initiative helps to build local coalitions focused on occupant and child passenger safety provides them with materials and equipment and offers technical expertise and best practices education. Their goal this year was to provide occupant protection funding and support to all of Georgia's counties.

GA-2014-000-00338 Georgia Older Driver Safety Program

The GDPH was also sponsored by the GOHS to continue their Older Driver Safety Program which implements evidence-based educational and engineering interventions and makes ongoing efforts to influence environmental and policy changes that facilitate GOHS' goal of making Georgia's roads and road users as safe as possible. This program focuses on the unique needs of older drivers and provides education to both the public at large and senior citizens. It also provides education and training for professionals who deliver programs and services to Georgia's older adults.

Results

Utilizing the noteworthy practices mentioned above as well as a rigorous effort by GOHS, its grantees and additional stakeholders, the following results were achieved:

1. "Click-It or Ticket" – The "Click It or Ticket" campaign is a highly visible STEP program designed to increase safety belt usage by Georgia motorists. Every year during the Memorial Day and Thanksgiving holiday periods, law enforcement agencies in Georgia join forces for an enforcement blitz that delivers that message. The mobilization is supported by paid advertising campaigns on the national and local levels, as well as earned media campaigns aimed at raising awareness of the importance of seat belt use and law enforcement's commitment to enforcing Georgia's seat belt laws.
2. Atlanta Fire Rescue Department (AFRD) distributed 1,904 safety seats and conducted 20 safety seat checkpoints during FFY 2014. In addition, the AFRD conducted 35 trainings were conducted to newly graduated members of the Atlanta Fire Department and the Georgia State Patrol. Finally, 4,975 pieces of educational information were distributed during FY14 to parents and children across the city of Atlanta. These educational brochures ranged from how to install a child safety seat properly to why it is important to stay in a booster seat longer.
3. Indicators of satisfactory seat belt usage: An independent study conducted by Dr. James Bason under contract with the University of Georgia contacted a random sample of 400 citizens which reported regular seat belt usage of 97.3%. This survey also revealed that 88% of Georgia citizens are aware of the state's Click-it-or-Ticket campaign and that 84% support these efforts.
4. University of Georgia Traffic Injury Prevention Institute (GTIPI): During FFY 2014, GTIPI hosted 4 CarFit Event Coordinator/Technician Trainings, resulting in 58 new technicians being certified and was responsible for certifying over 270 P.R.I.D.E. instructors, which led to 2,681 teenagers being instructed on best practices while driving. GTIPI reached over 4,314,209 citizens of Georgia this year by training 180 new CPS technicians through 20 CPST trainings all across the state and disseminating 1,386,050 pieces of educational information.
5. Worked with GTIPI to hold the annual 2014 Buckle Up America! Award ceremony on Thursday, July 10th at the Georgia Secretary of State's Office. This ceremony recognizes those individuals, agencies, community and civic groups who work to reduce injuries and prevent fatalities in Georgia through involvement with seat belt and child safety seat awareness projects. Participants who were recognized included the Department of Public Health's Child Occupant Safety Project, Middle Georgia Traffic Enforcement Network and the Byron Police Department, all of whom have grants with the Governor's Office of Highway Safety.
6. University of Georgia Traffic Injury Prevention Institute and Georgia Department of Public Health hosted the Annual Child Passenger Safety Technician (CPST) Instructor Meeting on February 18,

- 2014 at the Georgia Public Safety Training Center, where over 30 Instructors from Georgia were in attendance.
7. GOHS hosted the annual Highway Safety Caravan in Forsyth County on May 7-10, 2014. Through education, enforcement and media outreach, over 778,000 citizens received education on highway safety. We also distributed over 60 new child safety seats through daycare trainings, parenting classes and road checks. Furthermore, more than 56 law enforcement officers, fire and EMS personnel and daycare staff were educated on best practices for transporting children in child safety seats.
 8. GOHS hosted the annual Child Passenger Safety Caravan during National Child Passenger Safety Week in Grady and Mitchell Counties. From September 17-20, 2014, GOHS and other child passenger safety partners visited multiple elementary schools, daycare centers, and local businesses to teach best practices to as many citizens as possible. These partners include, but are not limited to, Georgia Department of Public Health, University of Georgia Traffic Injury Prevention Institute, the Atlanta Fire Department, Georgia State Patrol, Safe Kids Toombs County, Safe Kids Wayne County, Cairo Police Department, Cairo Fire Department and Mitchell County Fire Department. During this 4 day tour, over 250,617 individuals in both counties were informed on how best to restrain their child in a car seat and two seat check events were hosted on National Seat Check Saturday. In total, over 80 child safety seats were distributed to children in need, pushing us that much closer to 100% CSS use in Georgia.
 9. Georgia Department of Public Health (GDPH): During the grant period, GDPH implemented and managed the mini-grant program with 129 counties throughout Georgia which included the Child Occupant Safety Project which was responsible for distributing over 5,600 child safety seats. GDPH personnel conducted 141 CPST recertifications and partnered with 20 hospitals across our state to teach best practices to the staff. Their Bilingual Program Coordinator worked closely with local law enforcement agencies, health departments and community groups to locate dense Hispanic regions throughout Georgia and work with those communities to teach child passenger safety in a safe and secure environment.
 10. Dekalb County Safe Communities: with funding support from GOHS, the Dekalb County Board of Health was empowered to purchase and distribute 250 booster seats to children in Title 1 elementary schools while giving parents and caregivers one-on-one education of child passenger safety.
 11. During the grant period, GOHS partnered with multiple local organizations to increase child safety restraint usage and empower parents with knowledge about the proper use of safety equipment. Partners included the DeKalb County Board of Health and the Georgia Department of Public Health.
 12. Child Passenger Safety Week: In partnership with multiple local law enforcement agencies across the state, GOHS supported participation in National Child Passenger Safety Week September 14-20, 2014 including National Seat Check Saturday. Multiple local agencies rallied to provide child seat inspections and educate citizens about proper safety restraints.

2015 Strategies

Georgia looks to employ the following strategies in FFY 2015:

1. Highway Safety Conferences – To sponsor a minimum of four (4) attendees to Highway Safety conferences such as LifeSavers.
2. Enforcement Campaigns – To conduct four (4) statewide campaigns to promote occupant safety (Hands Across the Border, Buckle Up American Month, Child Passenger Safety Month and Click It or Ticket).
3. Child Passenger Safety Technician (CPST) Annual Meeting – To facilitate an annual meeting for Georgia’s certified CPST instructors to provide program updates and improve CPS class instruction.
4. Develop an Occupant Protection initiative within each law enforcement and educational grant funded by the Governor’s Office of Highway Safety (GOHS).
5. Implement a Georgia Child Passenger Safety Advisory Board (meeting annually while hosting a tab on the Governor’s Office of Highway Safety (GOHS) website for technicians) in an effort to provide

program direction and technical guidance to communities and organizations in the area of Child Passenger Safety (CPS).

6. Host two Child Passenger Safety Caravans with representatives from each of the Child Passenger Safety (CPS) focus grants, saturating Child Passenger Safety (CPS) public information and education programs to communities most at risk.
7. Provide occupant and child safety seat education to the communities in an effort to address occupant safety use among young adults through funds awarded to DeKalb Safe Communities and other State and local social services agencies to conduct activities such as Ghost Outs, safety belt surveys, and school assemblies encouraging safety belt usage.
8. Provide funds to Dr. James Bason under contract through the University of Georgia' College of Public Health to conduct Governor's Office of Highway Safety (GOHS) Annual Statewide Safety Belt Use Rate Survey in accordance with National Highway Traffic Safety Administration's criteria.

Pedestrians and bicyclists are among the most vulnerable of all citizens who use Georgia roads. Most roads have been designed to accommodate the efficient movement of motor vehicles, with few exceptions. The State has laws to protect pedestrians and bicyclists; however, only a small segment of society has working knowledge of these laws. Too often these laws seem secondary in importance to laws affecting the operation of motor vehicles. To combat this, GOHS utilized NHTSA Section 402 and state funding to accomplish these objectives.

Objectives

1. To provide funds to agencies for the purpose of increasing pedestrian education, enforcement, and engineering considerations.
2. To provide funds to agencies for the purpose of increasing bicycle education, enforcement, and engineering considerations to encourage the ability for vehicles and cyclists to safely “share the road”.

Funded Programs

In FFY 2014, GOHS provided funding to a number of programs that included the promotion of pedestrian and/or bicycle safety as part of their efforts:

GA-2014-000-00272 Bike Athens

The mission of Bike Athens is to make walking, cycling, and public transit an everyday solution to transportation needs in Athens through education, advocacy, and community service. Funding was awarded to this organization in order to enhance their programs to distribute reconditioned bikes to individuals in the Athens community who are underserved by private and public transportation, sponsor group bicycle rides, conduct bicycle safety education and disseminate maps which show safe, bicycle friendly routes through the city.

GA-2014-759-00271 Alpharetta Bicycle Safety Campaign

The Alpharetta Police Department was awarded funds to conduct bicycle safety education and enforcement in this mid-sized city which is part of the larger Atlanta metropolitan area. Their objectives were to hold six educational events to educate cyclists about bicycle safety and to patrol greenways and bicycle safe zones within the city. Educational events were to be held in locations where cyclists were expected to be in large numbers, either along the Big Creek Greenway or at cycling events offered in the City of Alpharetta. The Alpharetta Police Department distributed bicycle helmets, bicycle bells, and water bottles to cyclists attending events. For enforcement, the department's Bike Patrol Unit spent an average of 20 hours a week (80 hours a month) patrolling the Big Creek Greenway enforcing the rules of the Greenway including speed detection.

GA-2014-941-00274 Atlanta Bicycle Safety

Atlanta Bicycle Coalition is focused on the Atlanta metropolitan area where the majority of pedestrian and bicycle accidents occur. The objectives for their funded activities included providing bicycle and driver trainings reinforcing the Share the Road message targeting commuters, college students, low income riders, and avid group riders. They were enabled to expand their class curriculum to reach cyclists that don't participate in bicycle classes, including neighborhood riders, large group (or training) ride participants, utilitarian/low income riders, and college students. The campaign provided helmets, lights, and vests upon completion of bike safety class to any low income participants. In conjunction with these safety campaigns, the campaign submitted press releases to local newspapers, radio stations,

and tv stations throughout the grant cycle.

GA-2014-000-00320 Georgia Bikes!

Georgia Bikes' mission is to improve bicycling conditions and promote bicycling throughout the state of Georgia. This multifaceted organization raises local support for legislation to protect cyclists, educate both cyclists and vehicle drivers and organize community events to raise awareness of traffic safety. This program also hosts the "Georgia Bike Summit" which brings traffic safety professionals, bicyclists and drivers together to learn how to share the road.

GA-2014-355-00273 Pedestrian Safety Initiative (PEDS)

Georgia Pedestrians Educating Drivers on Safety (PEDS) program consisted of professional traffic safety entities which worked together with GOHS to continue to improve the state's pedestrian thoroughfares. The PEDS program provides education to drivers on safely interacting with pedestrians, supports enforcement efforts and makes engineering recommendations to city and county officials on how to make their communities more pedestrian friendly.

Results

Utilizing the noteworthy practices mentioned above as well as a rigorous effort by GOHS, its grantees and additional stakeholders, the following results were achieved:

1. During FFY 2014, the Pedestrians Educating Drivers on Safety (PEDS) program enabled transportation professionals to design streets, sidewalks and intersections that meet the needs of pedestrians, including those with disabilities through advocacy and education. PEDS increased drivers' perception that neighborhood and school zone speeding is unacceptable by conducting demonstrations of driver feedback signs (radar signs) and published speed deterring strategies on their website. PEDS focused on pedestrian hazards through short videos showing hazards, such as parking or driving on sidewalks, and distributed them through their website along with valuable information for seniors and the Hispanic community. PED radio PSAs were also broadcast on English and Spanish-speaking radio stations. PEDS also focused on hazardous utility wires and missing water meter covers and tracked these pedestrian hazards through a reporting tool on the PEDS website and Facebook page, following up with onsite visits with Atlanta officials and contractors.
2. The Atlanta Bicycle Coalition provided 32 bicycle and driver trainings to commuters, college students and low income riders with four trainings reaching cyclists riding in large group events. They also provided Atlanta, Fulton, DeKalb, Cobb, Clayton, and Gwinnett police departments with tip sheets for distribution to neighborhood meetings which they regularly attend. Because low income bicyclists are often those which experience the most traffic incidents, the Coalition partnered with Habitat for Humanity and local bicycle shops along with other nonprofits to reach low-income bike riders to distribute lights, helmets, and vests. The Coalition also partnered with numerous student groups at the area's colleges and universities to include Georgia Technical and Georgia State University to provide trainings, talks, and support for their initiatives. These included riding and safety tutorials and assisting the schools to write bicycle plans.
3. During FFY 2014, "Georgia Bikes" coordinated 55 training events for local bicycle safety organizations and municipal agencies. Training events included webinars, on-site presentations, workshops, and seminars focused on engineering countermeasures, driver education, and safe cycling behaviors. This organization also partnered with local advocacy organizations and law enforcement agencies in metro Atlanta to host the fourth annual Georgia Bike Summit. This statewide conference brings together law enforcement, transit officials, bicycle safety advocates, planners and engineers to implement strategies for improving bicycle safety in Georgia. The weekend long Summit shared best practices in encouraging safe bicycling on Georgia's roadways and featured a number of informational workshops and nationally recognized speakers. Georgia Bikes also delivered four POST-certified "Traffic Enforcement for Bicycle Safety" presentations for local traffic enforcement

officers in Georgia. All of these activities directly supported accomplishing the GOHS goals of increasing pedestrian education, enforcement, and engineering considerations.

4. DeKalb County Safe Communities: with funding from GOHS, the DeKalb County Board of Health was able to disseminate over 62,000 pieces of educational literature regarding child passenger safety and pedestrian safety to the citizens of DeKalb County.
5. Walk to School Day: DeKalb County Board of Health was an integral part of International Walk to School Day and Georgia Walk to School Day during FY2014. Other partners include the Brookhaven City Council, Georgia Safe Routes to School, Brookhaven City Police Department, DeKalb County Sheriff's Office, the Latin American Association and many others.

2015 Strategies

Georgia will look to employ the following strategies in FFY 2015:

1. To increase awareness of motorists and cyclists safe and legal use through enforcement and education.
2. Provide funding for pedestrian and bicycle safety educational materials and equipment as requested.
3. Provide funding for pedestrian safety through enforcement and training.
4. Provide funding to PEDS (Pedestrians Educating Drivers on Safety, Inc.) to coordinate pedestrian safety awareness in high-risk locations.
5. Provide funding to the Atlanta Bicycle Campaign to improve bicycle safety through education/outreach to drivers and bicyclists on sharing roadways safely and legally; media safety campaigns; and law enforcement partnerships to reduce dangerous behavior.
6. Collaborate with the Georgia Department of Transportation statewide pedestrian/bicycle coordinator to address pedestrian safety issues throughout Georgia.
7. Utilize state funds to implement pedestrian and bicyclist safety programs to include: Georgia Bikes! Share the Road Projects, and Bike Athens.

In FFY 2014, GOHS continued to implement a strategic plan to create a fully electronic traffic records system including the collection, transfer, repository, analysis, and interface that will make traffic records available to all highway safety stakeholders in a manner that supports their program goals and objectives. GOHS utilized NHTSA section 405 and 408 funding to support traffic records.

Objectives

1. To continue implementation of the long-range Strategic Plan for traffic records improvement in Georgia.
2. To co-sponsor the Georgia Traffic Records Coordinating Committee for continued synchronization and cooperation among various governmental and law enforcement entities.
3. To support the Georgia Traffic Records Coordinator to provide leadership in the implementation of the long-term strategic plan.
4. To promote and support research initiatives related to highway safety in Georgia.

Funded Programs

In FFY 2014, GOHS provided funding for programs to improve traffic records:

GA-2014-000-00292 Support for CODES Crash Data Linkage

The GOHS has partnered with the Georgia Department of Public Health to improve the completeness and integration of traffic records data by using advanced software to match standardized crash, EMS, and hospital data. This effort will link traffic crash, injury and fatality data in order to increase the state's traffic safety professional's ability to conduct analysis of patterns of incidents and make relevant changes in response.

GA-2014-000-00306 OASIS web query

The Georgia Department of Public Health was also funded by the GOHS to improve public access to data in crash and emergency room visit data sources via OASIS web query. This online portal allows traffic safety professionals to query and locate traffic crash data from across the state.

GA-2014-000-00291 GEMSIS Upgrades

The Georgia Emergency Medical Services Information System (GEMSIS) system is maintained and updated by the Emergency Medical Services element of the Georgia Department of Public Health. The GEMSIS system serves as the state's unique pre-hospital care reporting system. To provide accurate, uniform, timely and complete data the GEMSIS system requires continuous improvement that occur through specific problem or issue identification, then solutions are made through system wide correction by an upgrade. These continuous upgrades ensure data accuracy, completeness and uniformity and greatly increase patient care outcomes.

GA-2014-000-00280 LEA Technology Grant GACP

Law Enforcement Agency Technology Grant: The Georgia Association of Chiefs of Police provides selected small law enforcement agencies with the computer hardware needed to submit crash reports electronically. Agencies must commit to use the equipment for electronic crash reporting for at least three years, and must inform local media of the program implementation.

Results

Utilizing the funded programs mentioned above as well as a rigorous effort by GOHS, its grantees and additional stakeholders, the following results were achieved:

1. Online Reporting – As of December 2014, the percentage of Georgia crash reports being submitted electronically is 90%. Electronic submissions are being made by over 300 law enforcement agencies
2. The GOHS worked closely with GDOT to identify the state’s requirements for a statewide travel improvement program. The GOHS recommendations were included in the comprehensive program announced by GDOT which will be implemented over the next four years, from 2015 to 2018. Projects include highway, bridge, public transit, bike, pedestrian, railroad, and other improvements.
3. During FFY 2014, the Department of Public Health enhanced the public access crash reporting interface with updated and additional data, and promoted the interface at various forums and conferences.
4. During FFY 2014, the Georgia Association of Chiefs of Police awarded technology to 11 small and medium sized law enforcement agencies across the state. More than 140 law enforcement agencies have been provided with computer technology through this program.
5. During FFY 2014, the Office of Emergency Medical Services was able to document measurable improvements in the GEMSIS system. The completeness of the system was improved by the number of EMS providers submitting data, and the timeliness was improved by reducing the average number of days between the date of an ambulance run and the entry of the PCR into the GEMSIS system.

2015 Strategies

Georgia will look to employ the following strategies in FFY 2015:

1. Georgia Crash Data – To provide funding to support major initiatives needed to implement and maintain an accurate and reliable system of collecting, processing, analyzing, and reporting data in Georgia.
2. Uniform Traffic Citation Electronic Communication Program – To provide funding to promote the continued installation and operation for courts throughout Georgia.
3. Records Management System – To support utilization of the Records Management System (RMS) provided by Appris for interested Law Enforcement Agencies that do not have an electronic RMS.
4. Support the vendors of electronic Records Management Systems (RMSs) in developing electronic crash reporting capacity for their clients by working with Appris to implement data transfer interfaces for crash reports.

Paid media programs represent a major component of GOHS' efforts to reduce the incidence and prevalence of motor vehicle crashes, injuries and fatalities on Georgia's roadways. GOHS employs a variety of innovative paid media programs with memorable names designed to remind motorists of their need to obey traffic safety laws and of the sanctions for disobedience of those laws in Georgia. Because crashes, injuries and fatalities are higher during May-July and November and December when large numbers of motorists fill Georgia's roadways, many GOHS campaigns target those holiday periods. By coordinating media and enforcement campaigns, Georgia frequently enjoys reductions in traffic crash morbidity and mortality during those periods. GOHS utilized NHTSA section 402 and 410 funding to support Paid Media.

Objective

To implement a Paid Media Plan for GOHS' impaired driving and occupant protection campaigns for FFY2014.

Funded Programs

1. "Click It or Ticket (CIOT)" - A two-week national and statewide safety belt enforcement campaign. In Georgia, we have two major mobilizations in May and November. GOHS utilizes paid and earned media to reach both major markets and smaller communities in Georgia. The primary target during this campaign is males ages 18-34, with secondary focus spread across other demographics.
2. "Drive Sober or Get Pulled Over" and "Operation Zero Tolerance (OZT)" - OZT is a two week statewide impaired driving enforcement campaign that is coupled with the national Drive Sober or Get Pulled Over campaign. OZT uses the "Over the Limit, Under Arrest" messaging in both earned and paid media during campaigns at Memorial Day, Independence Day, Labor Day and the Christmas/New Year's holiday season. The primary target during this campaign is males ages 18-34, with secondary focus spread across other demographics.
3. "100 Days of Summer H.E.A.T." - The campaign is launched in late May and runs throughout the summer to focus on Highway Enforcement of Aggressive Traffic (H.E.A.T). While news conferences for this campaign are not usually dedicated solely to this campaign, its messaging of increased targeted enforcement is integrated into the CIOT mobilization, which often launches simultaneously around the Memorial Day holiday. H.E.A.T. earned media focuses mainly on warning drivers about the dangers of impaired driving, aggressive speeding, and overall irresponsible motoring behavior.
4. Dr. James Bason: Under contract coordinated by the University of Georgia, Dr. Bason conducted pre and post surveys of Georgia citizens attitudes and perceptions of traffic safety issues and events for three major GOHS initiatives; 100 Days of Summer HEAT, Click-it-or-Ticket, and Operation Zero Tolerance. Dr. Bason serves as the NHTSA certified collector for these attitude and impact surveys.

Results

1. To accomplish its broad PI&E goals, GOHS allocates funding for television, radio and out-of-home advertising, which can include billboards, online advertising and packages with local sports teams/arenas. In FFY2014, GOHS spent a total of \$1,167,643 to purchase paid media. That total included \$541,174 on television, both broadcast and cable, \$313,595 on radio and \$312,874 on out-of-home advertising.
2. Television advertisements during the two campaigns reached 56.9% of the statewide target population 4 times each, for a total of over 3.1 million impressions. Radio advertisements reached 73.8% of the statewide target population 5.7 times each, for a total of over 3.5 million impressions.

3. In December 2013, GOHS conducted 3 Operation Zero Tolerance impaired driving media events in Columbus, Albany and Macon. The focus of these messages was to educate the public about the dangers of impaired driving as well as increase
4. On May 30, 2014, Director Harris Blackwood led a kickoff news conference for the Chatham County effort of Operation Thunder. GOHS partnered with local law enforcement to kick off the 90-day campaign to reduce crashes, injuries and fatalities within the county's high-crash corridors. Chatham County is located in the Savannah media market, which is a major market in Georgia. All television stations and the major newspaper were invited and media coverage was garnered from both the news conference and the roadchecks later that evening.
5. In March 2014, GOHS conducted 5 St. Patrick's Day impaired driving media events in Atlanta, Columbus, Albany, Macon and Savannah. Additional partnerships included TEAM Georgia and Meehan's restaurant in Atlanta; and the Savannah Trade and Convention Center in Savannah.
6. On May 22 and 23, 2014, Director Harris Blackwood conducted a multi-city media tour with a joint Click It or Ticket and Choose your Ride message. GOHS partnered with the state's Department of Natural Resources for the tour and news conference were conducted in Columbus, Cordele (Albany media market), Macon, Savannah, Augusta and Lake Allatoona (Atlanta media market). All media outlets in each media market were invited and each stop was conducted in an area that is part of one of Georgia's major media markets. Media coverage was received at each stop. These events also publicized new Georgia regulations requiring younger boaters to be certified to operate a motorized vessel.
7. In May 2014, GOHS conducted a bicycle safety media event to mark National Bicycle Safety month. Additional partnerships included Atlanta Bicycle Coalition, City of Atlanta and Georgia Tech's School of Civil and Environmental Engineering.
8. From August 24 to 29, 2014, GOHS conducted nine news conferences in conjunction with the annual Hands Across the Border campaign. These media events were conducted in Columbus, Bremen, Blakely, Lake Park, Rossville, Kingsland, Rabun, Augusta and Savannah. Local law enforcement from both Georgia and our bordering states participated in each stop's media event and ceremonial handshake. All stops received at least some media coverage with more so coming in the larger markets such as Columbus and Savannah. The stops in the smaller markets all had at least one local media outlet that was invited and coverage was garnered at each stop, whether it was directly from the media event or later on in an article published after the fact.
9. On October 19, 2013, Georgia Bikes hosted the 2013 Georgia Bikes Summit. Director Harris Blackwood addressed the crowd of about 200 bicycle advocates. GOHS Grantees Rebecca Serna with the Atlanta Bicycle Coalition and Tyler Dewey with Bike Athens both were workshop presenters at the summit.
10. On December 5, 2013, volunteers and staff with Bike Athens conducted a bicycle safety education event with the Boy Scouts of Athens and later participated in the lighted Christmas parade demonstrating visible cycling to parade watchers.
11. On January 23, 2014, Director Harris Blackwood conducted a news conference in Atlanta regarding pedestrian and bicycle visibility, concentrating in particular on wearing reflective clothing at night. Members of the bicycle and pedestrian advocacy community also spoke and media coverage was garnered in the Atlanta media market from the outlets invited. This was an earned media effort so no GOHS paid media funds were expended.

Future Strategies

Georgia will look to employ the following strategies in FFY 2015:

1. Distracted Driving Signs: GOHS is currently preparing logistics for posting road signs publically posting information on Georgia's texting while driving ban. Signs are to be placed on public roadways between FFY 2014-FFY 2015.
2. Click-it-or-Ticket (CIOT) – To use Paid Media to support ongoing CIOT enforcement efforts to help decrease unbelted injury and fatality statistics on Georgia's highways while increasing overall public

- awareness for occupant safety and increasing the use of safety belts and child safety restraint systems statewide.
3. Operation Zero Tolerance (OZT)– To use Paid Media to support ongoing OZT enforcement efforts to increase public awareness for sober driving and to encourage the use of designated drivers to improve Georgia’s alcohol-related crash, fatality and injury rate.
 4. Share the Road/Motorcycle Safety – To use Paid Media to support the new GOHS Share The Road/Motorcycle Safety Awareness campaign by targeting motorists and motorcyclists in Georgia’s secondary audience with a motorcycle safety and awareness message.
 5. Safe and Sober Cycling – To target motorcyclists with safe and sober cycling messages in jurisdictions where incidences of impaired motorcycle crashes are the highest.
 6. NHTSA – To base Georgia’s year-round Occupant Protection and Impaired Driving Paid Media Plan on the NHTSA National Communications Plan and to coordinate the timetable of the GOHS Media Buy Plan to correspond with planned enforcement activities at the state, regional and national level.
 7. Governor's Office of Highway Safety (GOHS) continues to use social media, including Facebook and Twitter, to post highway safety messaging to target teens, highway safety stakeholders, local/statewide media, and Georgia’s motoring public.
 8. GOHS will conduct a minimum of five Paid Media initiatives during 2014-2015, to include:
 - a. The Operation Zero Tolerance (OZT) Labor Day 2014 Campaign (*which includes overlapping Hands Across The Border and the 100 Days of Summer HEAT campaigns*)
 - b. The Click-it-or-Ticket (CIOT) Thanksgiving 2014 Campaign
 - c. The Operation Zero Tolerance (OZT) Christmas-New Year 2014/2015 Campaign “Drive Sober or Get Pulled Over”
 - d. The Click-it-or-Ticket (CIOT) Memorial Day 2015 Campaign
 - e. The Operation Zero Tolerance (OZT) Independence Day 2014 Campaign.

Noteworthy Practices

Project Title: <i>Georgia Highway Safety Programs Evaluation</i> – Traffic Safety Research and Evaluation Group (TSREG)
Target: Establish a statewide highway safety programmatic database and evaluate program outcomes of all GOHS funded projects in FFY 2014.
Program Area: Evaluation

Problem Statement

In FFY 2014, GOHS emphasized to grantees that projects and evaluation measures must be impact driven. It can be difficult to collect data, maintain databases, analyze data, and report program data that is useful for determining program effectiveness or in making recommendations for program revisions. Nevertheless, in the current climate of budget shortfalls and limited resources, utilizing data is essential in defending the institutionalization of continuing programs and in supporting the initiation of new programs. The Traffic Safety Research and Evaluation Group is dedicated to supporting the implementation of impact evaluation measures for all GOHS grantees in order to ensure the continued and future success of reducing morbidity and mortality on Georgia roadways.

Objectives

1. Compile and analyze the quantitative and qualitative data (process, impact and outcome) related to the effectiveness of GOHS funded programs.
2. Submit final reports on current and previous grant years, summarizing and interpreting all data collected on grantees, and evaluating the success of GOHS in reducing crashes, injuries and fatalities in Georgia.
3. Draft and submit for review the GOHS Annual Report.
4. Coordinate the contractual agreement for the statewide observational safety belt survey with Dr. James Bason.
5. Coordinate the contractual agreement with Dr. James Bason to determine whether Georgia drivers' attitudes, behaviors and knowledge related to traffic safety issues are significantly impacted by GOHS initiatives.
6. Provide three questions to be added to the Statewide Traffic Safety Survey concerning emerging trends in traffic safety subjects in Georgia.
7. To facilitate traffic safety in local communities by participating in GOHS' mobilizations during the grant period.
8. To monitor real-time data from the GDOT on a daily basis in order to describe areas of need to GOHS throughout the year.
9. To provide evaluation services to other GOHS grantees as requested.

Strategies/Results

1. TSREG reviewed all grantee Monthly Activity Reports (MARs) and Milestone Charts to make sure grantees were on track to successfully complete objectives and activities. A spreadsheet was constructed, and updated monthly; planners were notified of problems with grantee reporting. Midpoint evaluation report submitted in June.
2. In January, 2014, a comprehensive evaluation report was submitted to GOHS which gave an in depth analysis of the GOHS grantees performance in FFY 2014. Each grantee was evaluated based on reporting quality, reporting timeliness, allocation of funds and achievement of milestones. Recommendations were

made to the GOHS which identified emerging trends among programs and to highlight successes and identify areas for improvement.

3. In December, 2013, TSREG conducted a comprehensive evaluability study for all grantees approved by GOHS for FFY 2014. TSREG evaluators reviewed all approved grants for measurable, achievable and effective objectives and activities. Feedback was provided to every grantee and recommendations were made to any that needed improvements to make their submission more complete. A constant, close relationship was maintained with grant administrators to ensure that GOHS maintained input and oversight of any recommendations.
4. Successfully transitioned Dr. Bason's contract from the former Survey Research Center. Observational safety belt study completed June-August 2014, with full report received August 2014.
5. TSREG and GOHS received results of all three surveys conducted in FFY 2014: "100 Days" survey; Operation Zero Tolerance survey; and CIOT survey.
6. In December 2013, a full report of Statewide survey findings submitted to GOHS.
7. FFY 2013 GHSA report completed in December 2013.
8. Throughout FFY 2014, TSREG gave data and technical support to GTIPI on request. TSREG reviewed GTIPI's monthly reports and provided feedback to GTIPI director Francis Jones on milestone and objective achievement strategies.
9. Throughout FFY 2014, TSREG responded to all requests by GOHS grantees for data or technical support. Grants requesting assistance included: Atlanta Bicycle Coalition; Georgia Bikes; Bike Athens; GTIPI; the Georgia Department of Public Health; Athens Clarke County Police Department.
10. TSREG also completed a comprehensive program analysis for a program to combat distracted driving at the GOHS request. In December, 2013, project Director Carol Cotton presented a full scope distracted driving prevention plan to the GOHS director, deputy director and division directors. The GOHS is currently designing this program for implementation based on these recommendations.
11. Throughout FFY 2014, TSREG focused on collection and analysis of pedestrian traffic risks, specifically those regarding pedestrians who are distracted from their primary task of traveling safely. Extensive data was collected by TSREG members at dozens of high risk intersections with over 1,000 observations recorded. This information was presented at the 2014 Life Saver's Conference.
12. TSREG members each presented traffic safety studies at the 2014 Life Savers conference. Topics included the effectiveness of texting while driving legislation, the rise of drug related traffic crashes and school bus safety concerns.
13. In February of 2014, TSREG collected a follow on survey of law enforcement officer's perceptions of the current texting while driving law. This survey was compared to a similar one collected two years earlier when the current texting ban was passed and compared law enforcement officer's concerns over time.

Cost: \$275,584

Funding Source: NHTSA Section 402CP (Community Traffic Safety Project)

Contact Information

Name: Carol P. Cotton, PhD

Title: Principal Investigator

Agency: University of Georgia

Phone Number: (706) 542-2804

Email: cpcotton@uga.edu

Looking to the Future

Significant challenges to be addressed:

The following are potential challenges to be addressed in order to reach the goals from the FFY 2015 Highway Safety Plan:

1. **Respond to the increase in pedestrian fatalities.**
2. **Respond to the impact of ongoing increase in distracted driving.** Utilize NHTSA monies to design state wide distracted driving programs.
3. **Traffic record and crash data reporting systems.** Continue to upgrade traffic record maintenance and retrieval systems. Continue to work closely with local, state, and federal stakeholders to ensure timely and complete traffic records data.
4. **Law enforcement staffing issues.** Many law enforcement agencies will continue to experience significant manpower shortages.
5. **Increase education and knowledge level regarding traffic safety laws.** The general public in Georgia continues to require ongoing education of current and proposed traffic safety legislation.
6. **Brand highway safety programs.** Establishing clear and cogent brand linked to specific highway safety issues remains a high priority.
7. **Maintain stability in GOHS personnel.** Securing long-term highway safety personnel is critical in maintaining gains in highway safety.
8. **Respond to challenges of rural traffic safety.** A disproportionate number of Georgians die on rural roads. The Rural Safety Initiative will highlight options to help reduce morbidity and mortality on Georgia rural roads.
9. **Respond to the American Association of State Highway and Transportation Officials' (AASHTO) national safety goal to reduce highway fatalities by 1,000 per year.** Georgia seeks to go above their proportional target to reduce fatalities by 41 per year.
10. **Upgrade the current eGOHS online grant management system.** The current system designed in 2004 is outdated and will require an upgrade in 2015.

Looking to the Future *(continued)*

FFY 2015 Core Performance Measures and Goals

C-1: To reduce total traffic fatalities by 9% from 1,222 (2010-2012 average) to 1,111 (2013-2015 average) in 2015.

C-2: To decrease the number of serious traffic injuries below the 2012 calendar base year average of 115,619 to 112,256 by 2015.

C-3: To reduce fatality rate per 100M VMT by 4.8% from 1.12 (2010-2012 average) to 1.07 (2013-2015 average) in 2015.

C-4: To reduce unrestrained passenger vehicle occupant fatalities by 22.7% from 406 (2010-2012 average) to 314 (2013-2015 average) in 2015.

C-5: To reduce alcohol impaired driving fatalities by 5% from 290 (2010-2012 average) to 276 (2013-2015 average) in 2015.

C-6: To reduce speed related fatalities by 29% from 206 (2010-2012 average) to 145 (2013-2015 average) in 2015.

C-7: To reduce motorcyclists fatalities by 1.8% from 137 (2010-2012 average) to 135 (2013-2015 average) in 2015.

C-8: To reduce the count of un-helmeted motorcyclists fatalities from 8 in calendar year 2012 to 7 in calendar year 2015.

C-9: To reduce drivers age 20 or younger involved in fatal crashes by 2.4% from 166 (2010-2012 average) to 162 (2013-2015 average) in 2015.

C-10: To decrease the count of pedestrian fatalities from 167 in calendar year 2012 to 166 in calendar year 2015.

C-11: To reduce bicyclist fatalities by 15.5% from 16 (2010-2012 average) to 14 (2013-2015 average) in 2015.

B-1: Increase the three-year average rate of observed safety belt use from baseline average 93% (2011- 2013) to 96% (2013-2015) for drivers and front seat outboard passengers.

2014 Year in Review



Pictorial Overview



Occupant Safety

This year, the GOHS implemented a multifaceted campaign to increase focus on occupant protection which integrated high-visibility campaigns, media events and person to person contacts through occupant protection caravans. The results are clear with a 2014 survey reporting seat belt use at over 97% in Georgia.



Enforcement

The GOHS worked tirelessly this year to support law enforcement agencies across the state to redouble their efforts in enforcing Georgia's traffic safety laws. High visibility campaigns received record levels of participation and the GOS hosted its 14th annual Governor's Award Challenge to recognize the hard work and dedication of our law enforcement officers.



Distracted Driving

In partnership with local news station WALB News 10, the GOHS conducted a practical application media event to film a segment on distracted driving. Ford Driving Skills for Life provided a vehicle and driver instructor to demonstrate to teen drivers the dangers of texting behind the wheel.



Transportation Professionals Summit

GOHS sponsored the 2014 Inaugural Transportation Professionals Summit held in Macon, GA on September 22, 2014. Events included workshops covering DUI treatment courts and teen driving, panel discussions on Traffic Incident Management roles and seminars on engaging the community.